

This is how we BlaBlaCar.

Master Guidelines (Light Version) – May 2023

“Hello”

“Bonjour”

“Hola”

“Ciao”

“Hej”

“Welcome to the BlaBlaCar Master Guidelines — Light Version”

This document has been created to provide an overview of the BlaBlaCar family and to serve as a core guide for each of its brands.

From the way we talk to how we look and feel, everything core to our brand family can be found in this guide.

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“Brand

“Brand architecture
architecture”

Brand architecture

- Brand family

Logo

Colour

Typography

Photography

Illustration

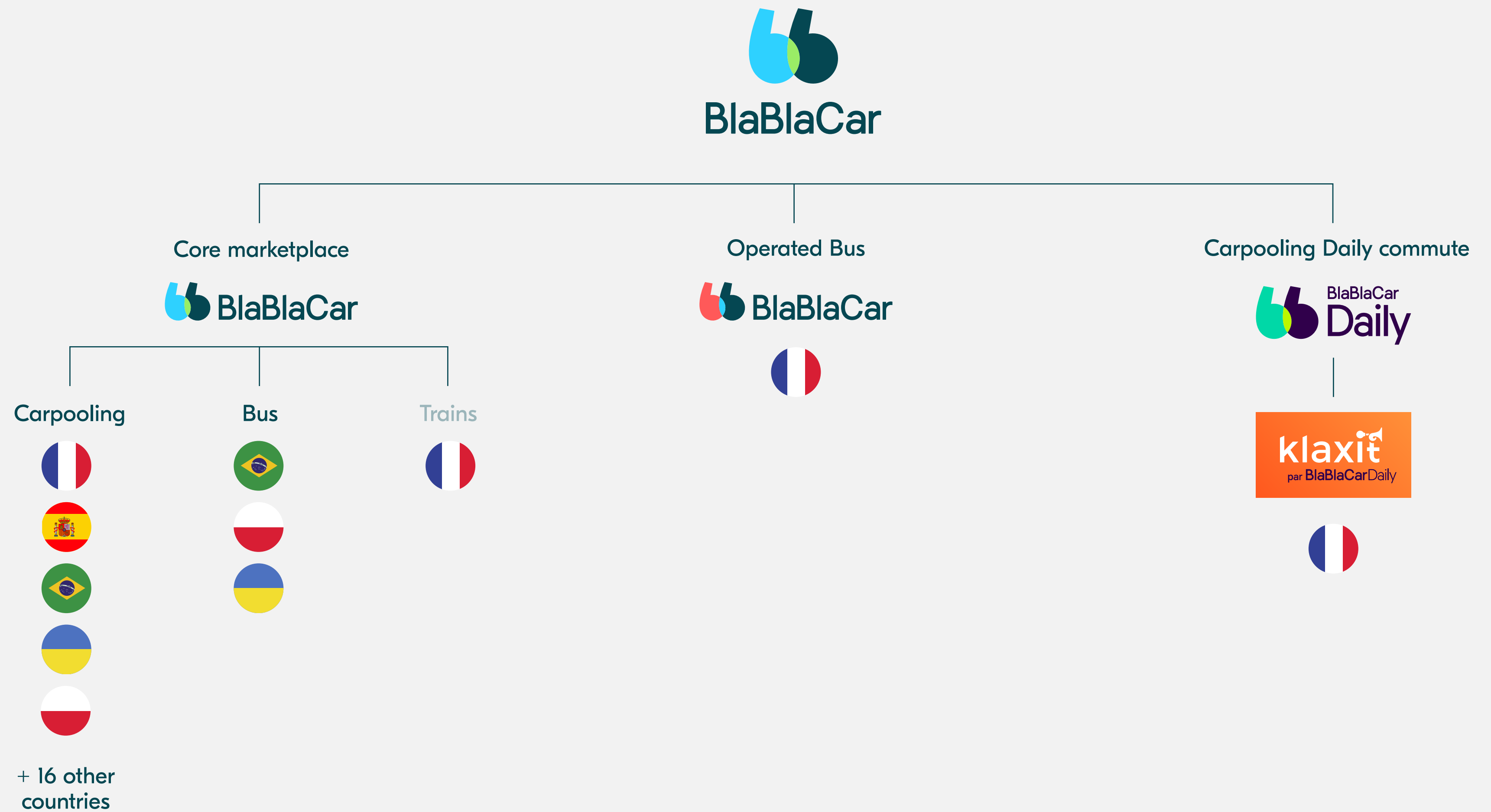
BlaBlaCar Daily

Contact

Brand architecture

Brand family

The BlaBlaCar brand family comprises our masterbrand, BlaBlaCar, which acts as a multimodal marketplace, together with BlaBlaCar Daily and BlaBlaCar Services.





Brand architecture

Logo

- The meaning
- The breakdown
- Our logos
- Colourways
- Minimum size + Clear space
- Positioning don'ts
- Don'ts

Colour

Typography

Photography

Illustration

BlaBlaCar Daily

Contact

Logo The meaning

Our logo is born from a quotation mark, to symbolise the start of a conversation. It represents the human connections that take place within the BlaBlaCar community.



“Hi”

The start of a conversation

Logo

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- Don'ts

Colour

- Typography
- Photography
- Illustration

Logo

The breakdown

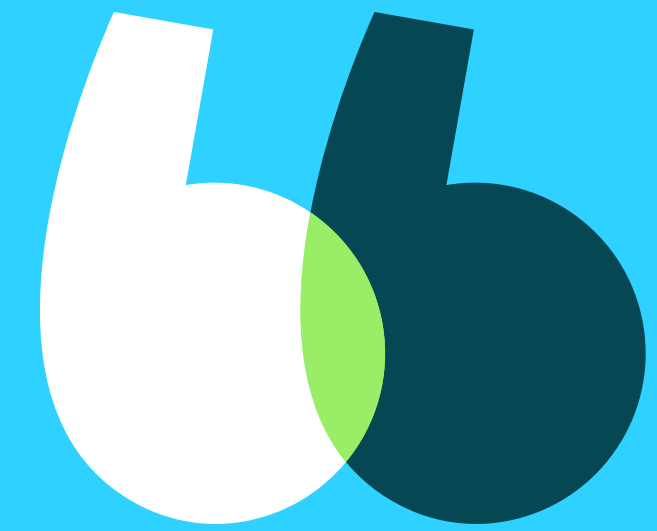
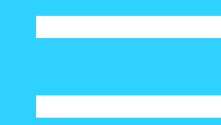
The symbol embodies the connection and diversity that we make happen every single day.



Start of a conversation



Passenger and Driver



Social connection

- The meaning
- The breakdown
- Our logos
- Colourways
- Minimum size + Clear space
- Positioning don'ts
- Don'ts

- Typography
- Photography
- Illustration

Logo Our logos

Our logo, in its entirety, consists of both a symbol and a wordmark.

[DOWNLOAD OUR LOGOS](#)

Our wordmark is bold, confident and human.

It reflects the shape of our symbol to create harmony between the two elements. We use our wordmark to anchor our symbol, and inform new audiences who we are. It's a bespoke piece of typography, and we should never attempt to recreate it.



Vertical (Primary)



Horizontal (Secondary)

Logo

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- Illustration

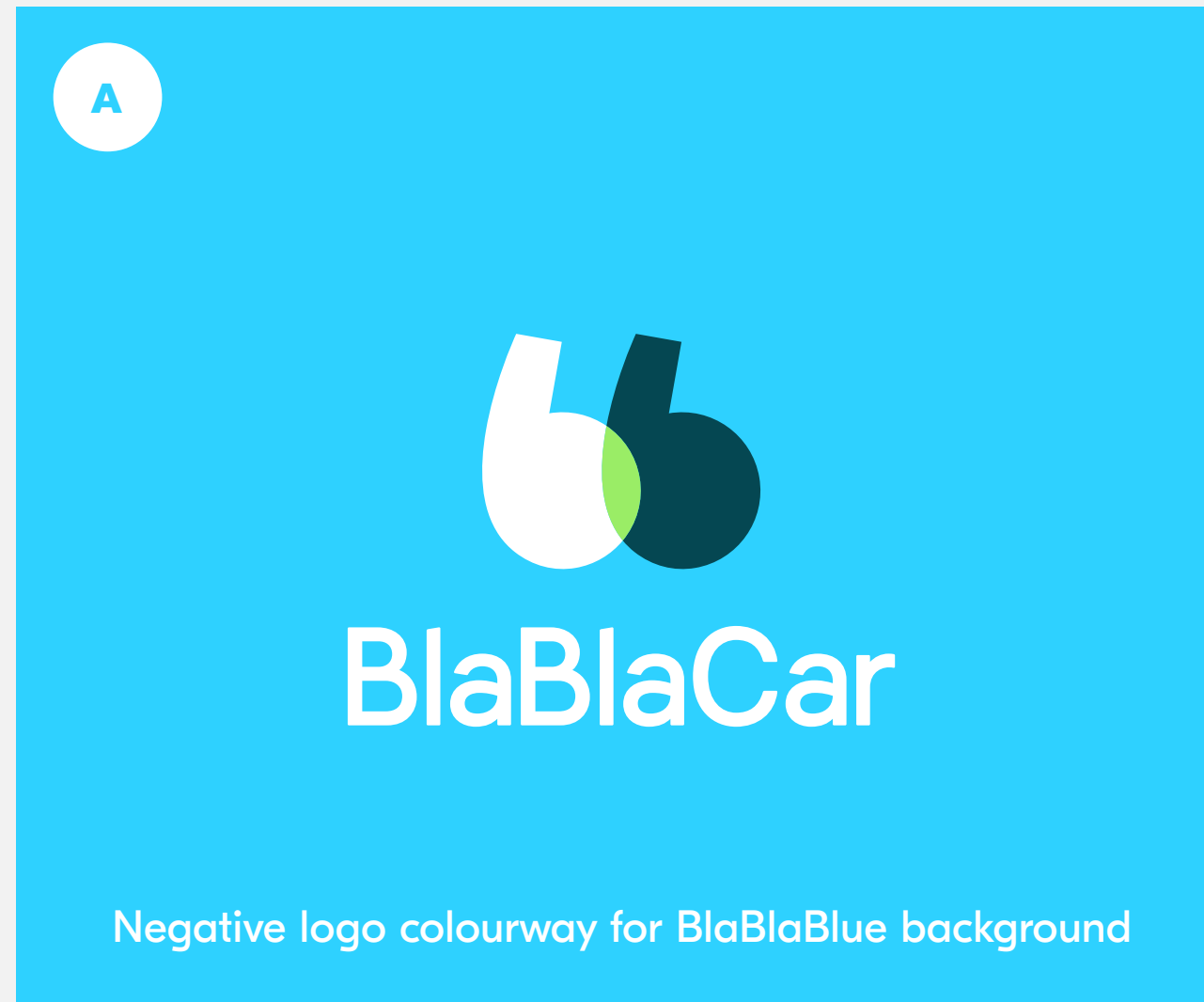
Logo Colourways

We have three logo colourways to choose from. Please adhere to the colour combinations on this page when using a logo.

Monotone

There may be rare cases where none of the full colour logos work on the given background.

In these situations we use a monotone version of the logo.



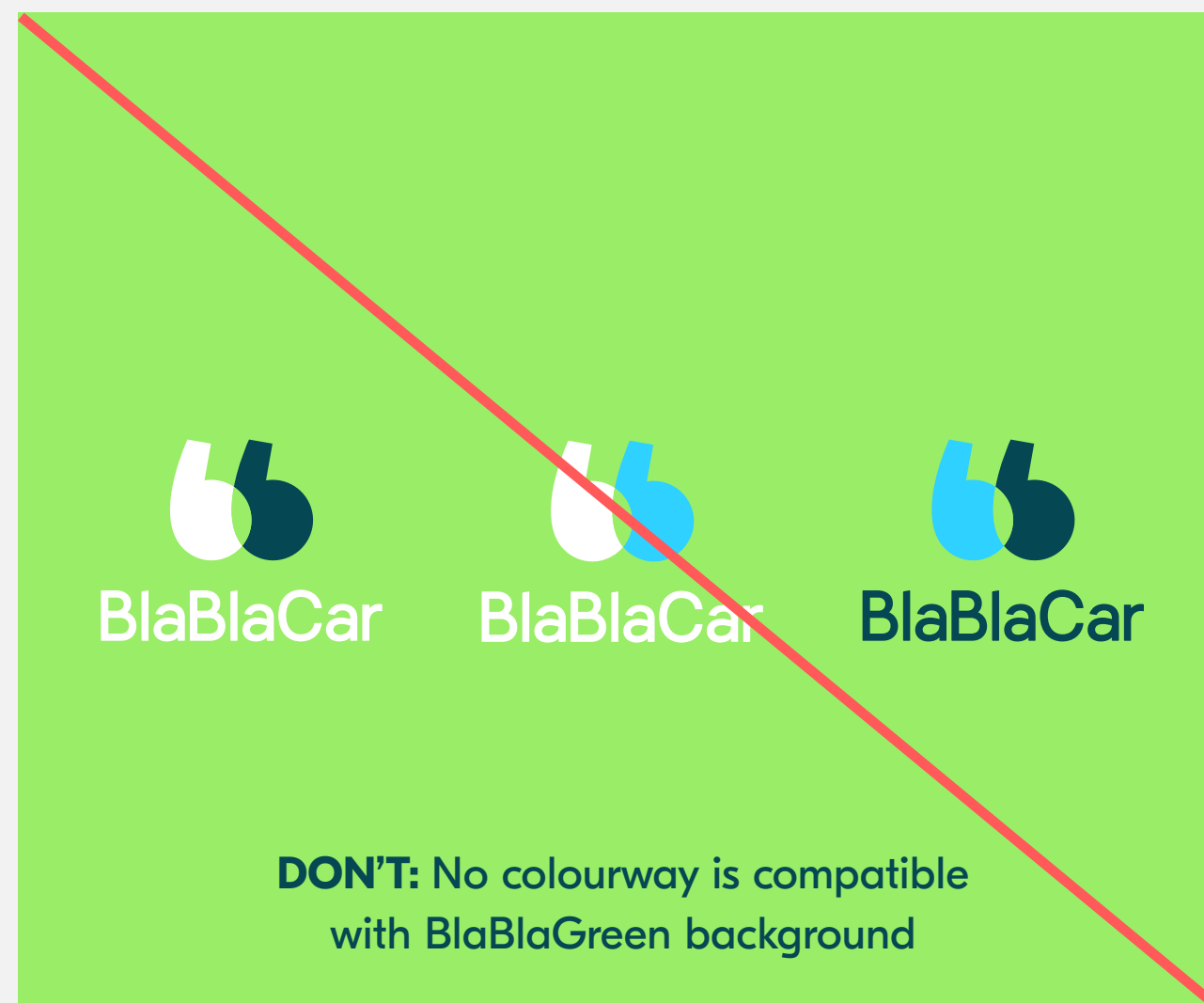
Negative logo colourway for BlaBlaBlue background



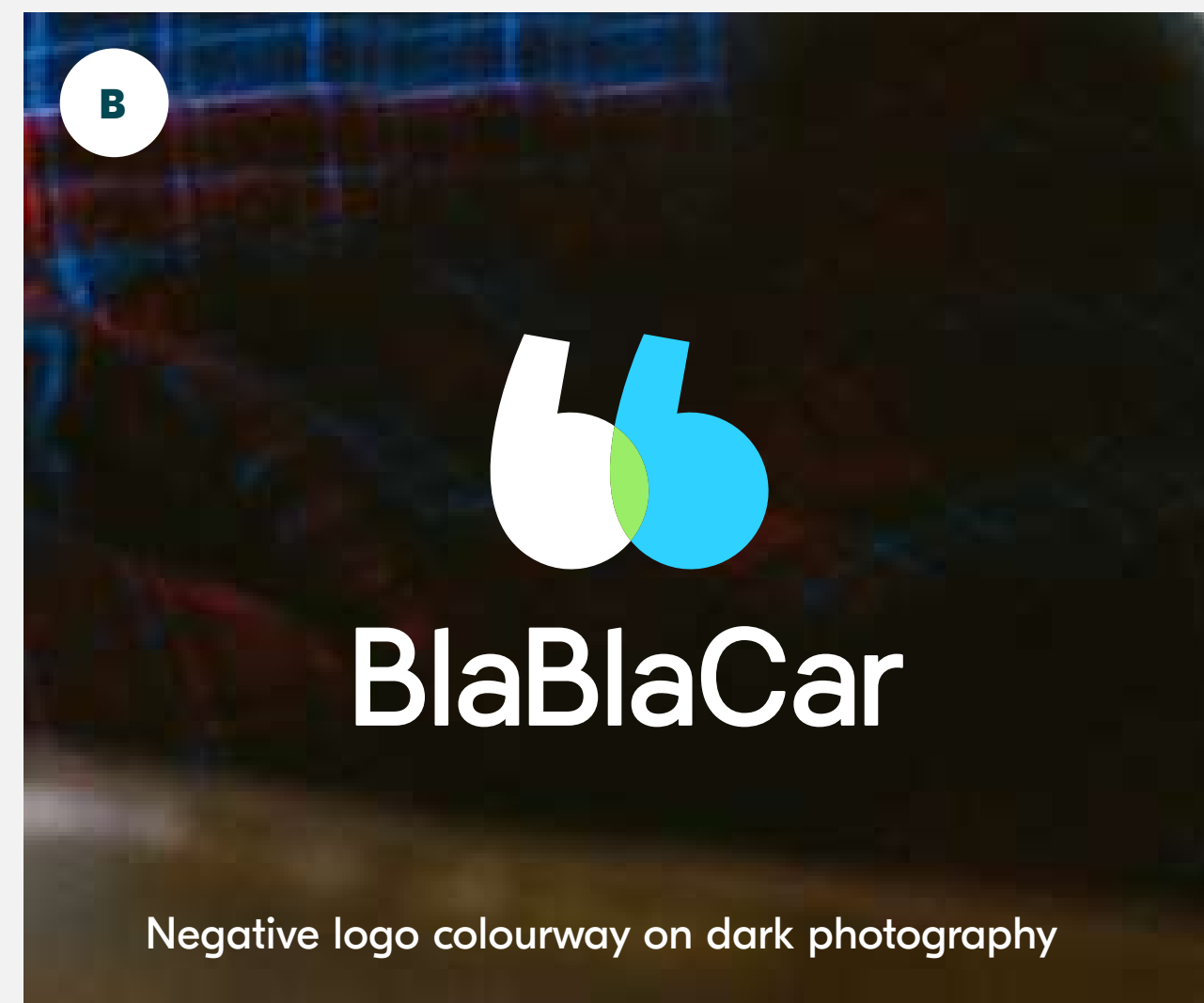
Negative logo colourway for BlaBlaDarkBlue background



Positive logo colourway for white/light background



DON'T: No colourway is compatible with BlaBlaGreen background



Negative logo colourway on dark photography



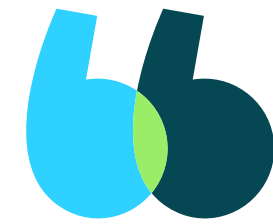
Positive logo colourway on light photography

Logo

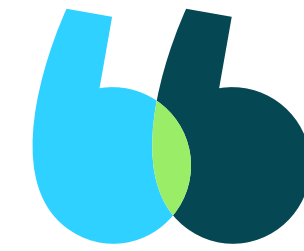
- The meaning
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- Don'ts

Logo Minimum size

We have defined minimum sizes for our logo, so be sure to use the correct artwork. Don't use any undersized logo.



5mm / 30px



BlaBlaCar

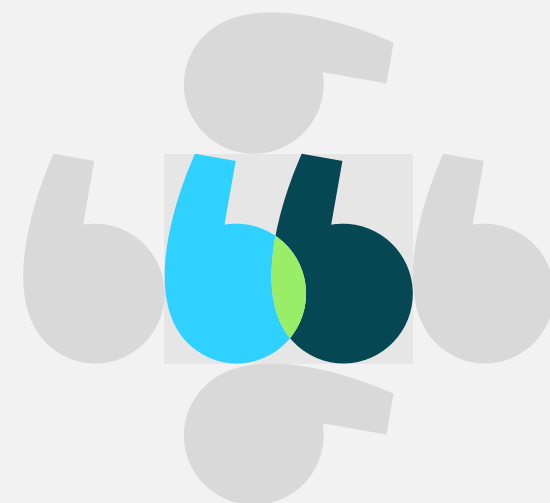
25mm / 120px



15mm / 100px

Logo Clear space

We have defined specific parameters for our logo's clear space — the space where no graphic element can encroach. All graphic elements must remain the specified distances from our logo.



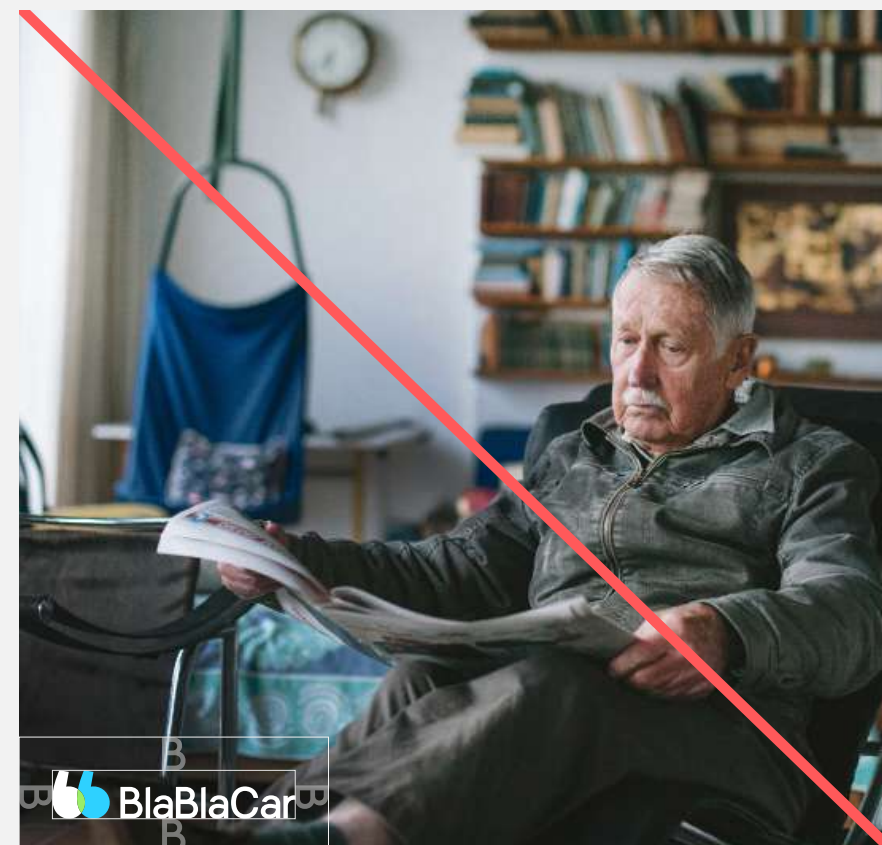
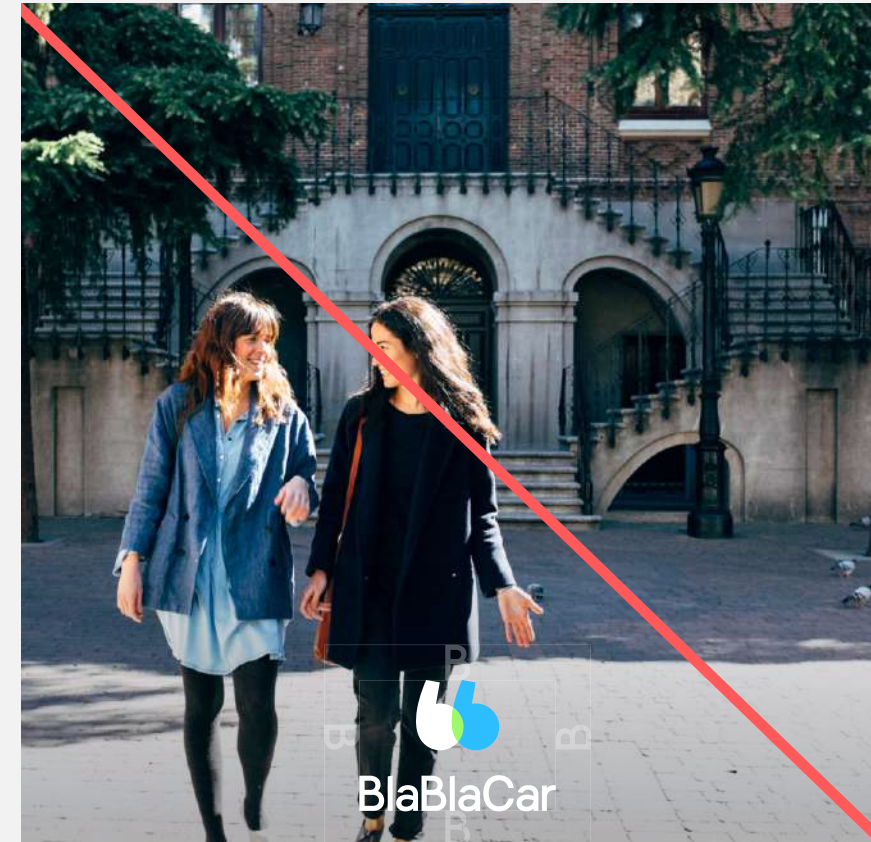
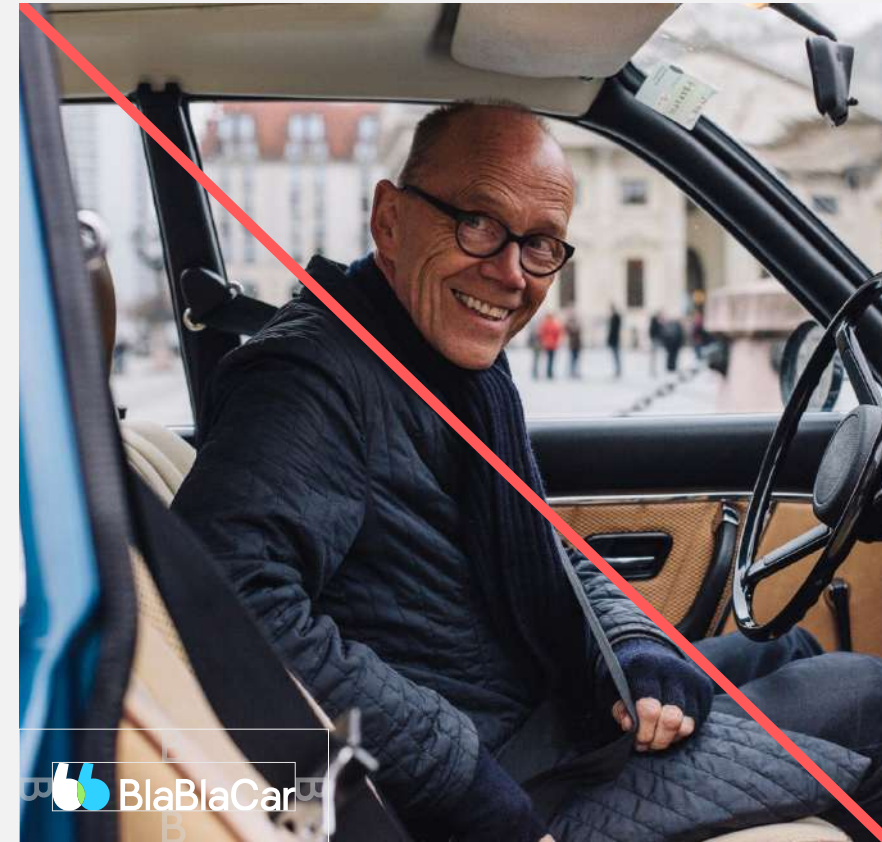
Logo

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- Colour
- Typography
- Photography
- Illustration

Logo Positioning don'ts

Here are some examples of things to avoid. When the background is busy, try to position the logo somewhere uncluttered. Use the 'positive' and 'negative' logo versions we supplied if the background is too bright/dark.



Logo

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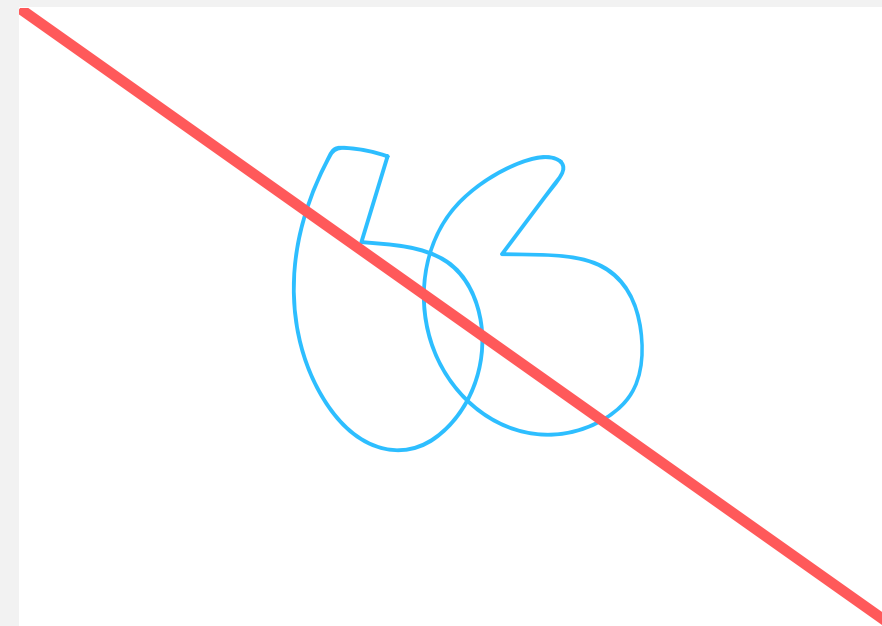
BlaBlaCar Daily

Contact

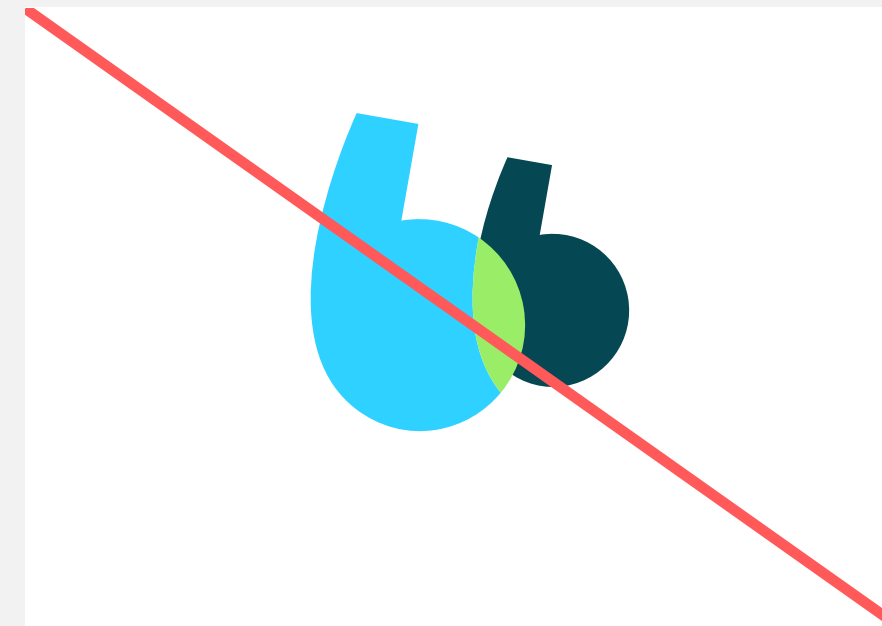
Logo Don'ts



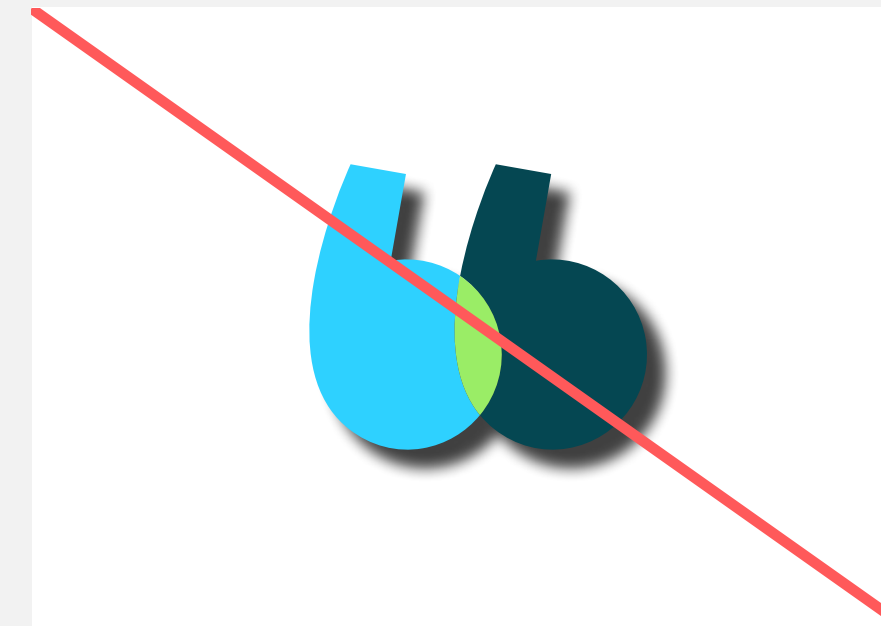
IMPORTANT NOTE
This previously created version of the logo should not be used anymore.



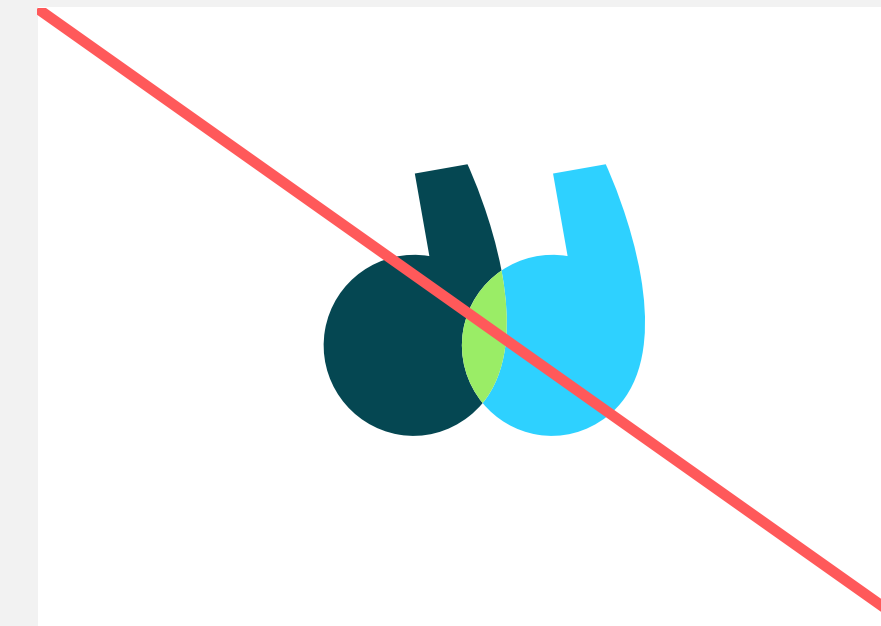
Don't recreate the logo



Don't scale the Bs individually



Don't add any effects



Don't flip the Bs



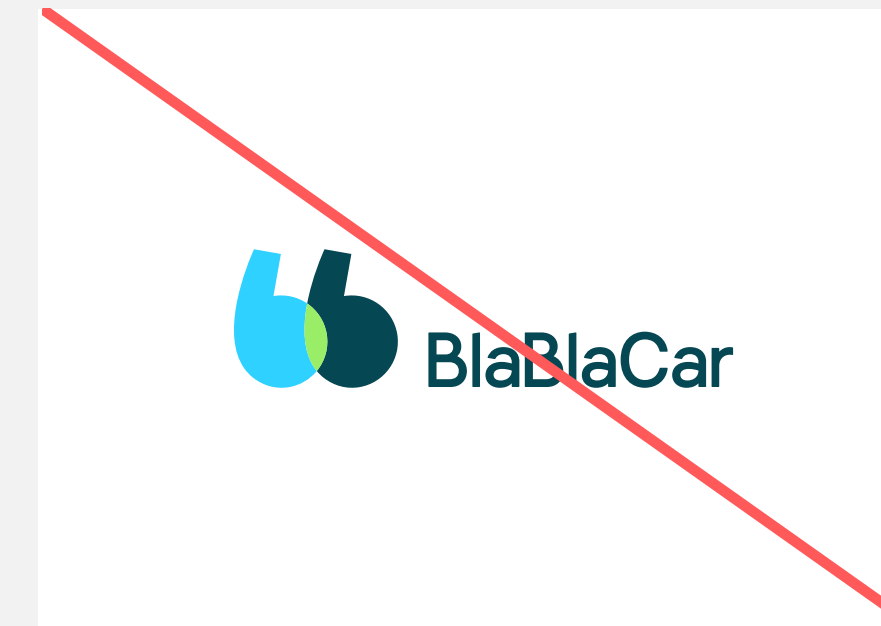
Don't add new colours to the wordmark



Don't add new colours to the symbol



Don't outline the symbol



Don't create a new lockup



Don't change the wordmark's typeface



Don't stretch the logo



Don't manipulate the wordmark



Don't rotate

Colour

“Colour”

“Colour

Colour

- Primary palette
- Accents palette
- Combinations
- Don'ts

Colour

Primary palette

The size of each colour block represents how prominent it should be in order to keep sub-brand differentiation. The colour of the text also indicates the preferred colour of body copy when used on the given background.

BlaBlaBlue			BlaBlaDarkBlue			BlaBlaGreen		
R 46	C 67	Hx #2ED1FF	R 5	C 97	Hx #054752	R 154	C 42	Hx #9AED66
G 209	M 2	PMS 298C	G 71	M 22	PMS 316C	G 237	M 0	PMS 7487C
B 255	Y 0		B 82	Y 33		B 102	Y 62	
	K 0			K 73			K 0	
						White		
						R 255	C 0	Hx #FFFFFF
						G 255	M 0	
						B 255	Y 0	
							K 0	

Colour

- Primary palette
- Accents palette
- Combinations
- Don'ts

Colour Accents palette

Each colour has a range of accompanying tints that can be used to create extra contrast. A 10% darker tint has also been included but should be used only on digital applications.

The colour of the text indicates the preferred colour of body copy when used on the given background.

Colour	Tints (60%, 40%, 20%)	Darker Tint	Digital only
<p>BlaBlaBlue</p> <p>R 46 C 67 Hx #2ED1FF G 209 M 2 PMS 298C B 255 Y 0 K 0</p>	<p>60%</p> <p>40%</p> <p>20%</p>		<p>Hx #29ABE6</p> <p>R 41 G 171 B 230</p>
<p>BlaBlaDarkBlue</p> <p>R 5 C 97 Hx #054752 G 71 M 22 PMS 316C B 82 Y 33 K 73</p>	<p>60%</p> <p>40%</p> <p>20%</p>		<p>Hx #002E39</p> <p>R 0 G 46 B 57</p>
<p>BlaBlaGreen</p> <p>R 154 C 42 Hx #9AED66 G 237 M 0 PMS 7487C B 102 Y 62 K 0</p>	<p>60%</p> <p>40%</p> <p>20%</p>		<p>Hx #81D44D</p> <p>R 129 G 212 B 77</p>
<p>BlaBlaBurgundy</p> <p>R 95 C 26 Hx #5F003C G 0 M 100 PMS 229C B 60 Y 19 K 61</p>	<p>60%</p> <p>40%</p> <p>20%</p>		<p>Hx #3E003C</p> <p>R 62 G 0 B 60</p>

Colour

- Primary palette
- Accents palette
- Combinations
- Don'ts

Colour Combinations

Not all our colour combinations work. Use the following guide to establish which colours can work together as background and foreground combinations. To avoid excessive complexity, do not use more than three brand colours together in one design.

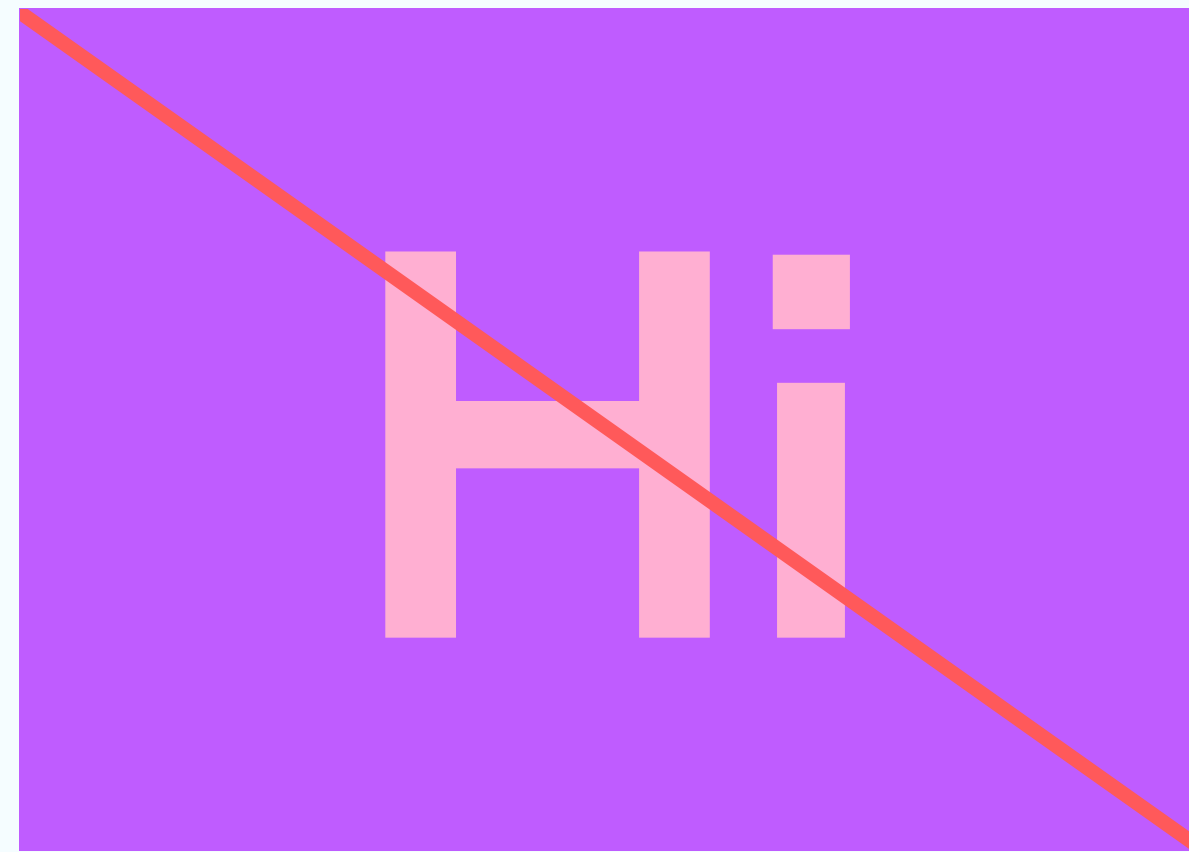
		Foreground colour			
		BlaBlaDarkBlue	BlaBlaGreen	BlaBlaBlue	White
Background colour	BlaBlaBlue				
	BlaBlaDarkBlue				
	BlaBlaGreen				
	White				

Colour

- Primary palette
- Accents palette
- Combinations
- Don'ts

Colour Don'ts

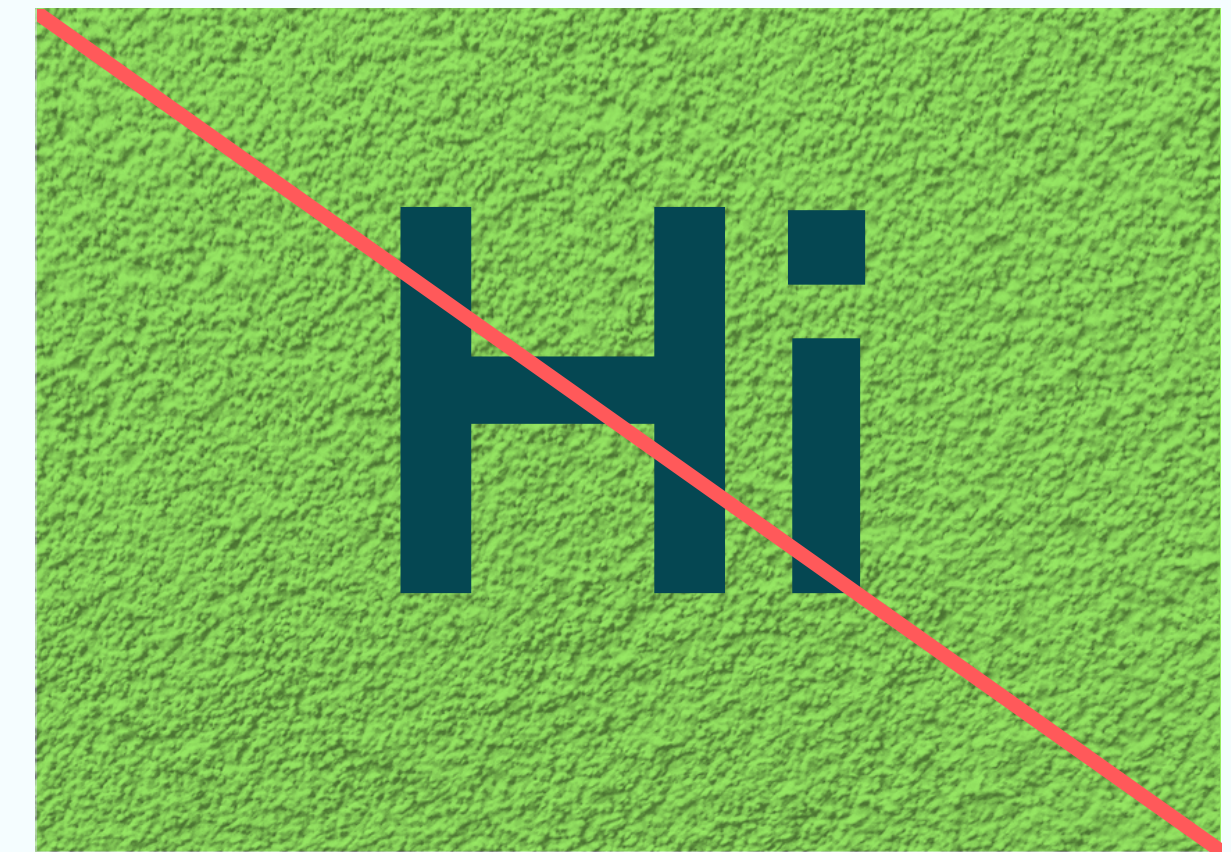
Our colours reflect our character and separate us from our competitors. When representing BlaBlaCar through colour, please follow our guidelines carefully and stay within the defined colour palette.



Don't create new colours



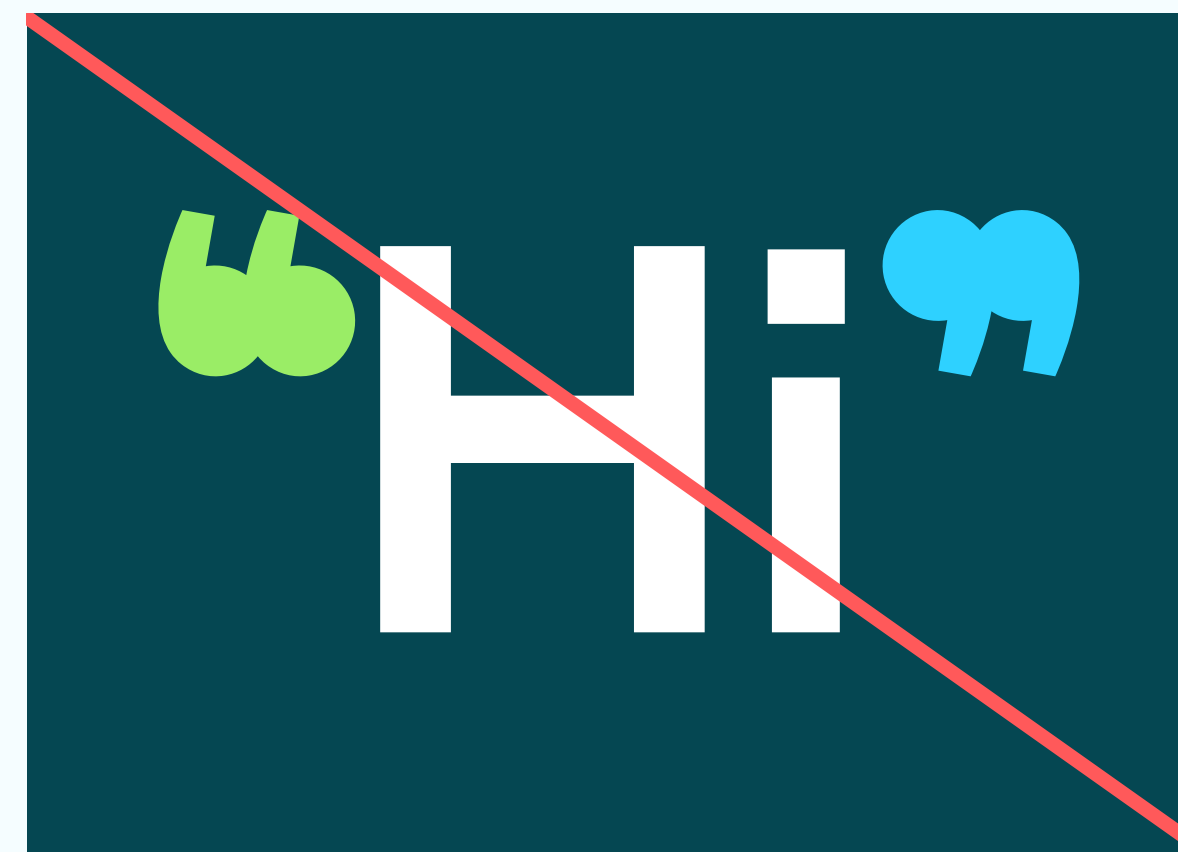
Don't add gradients



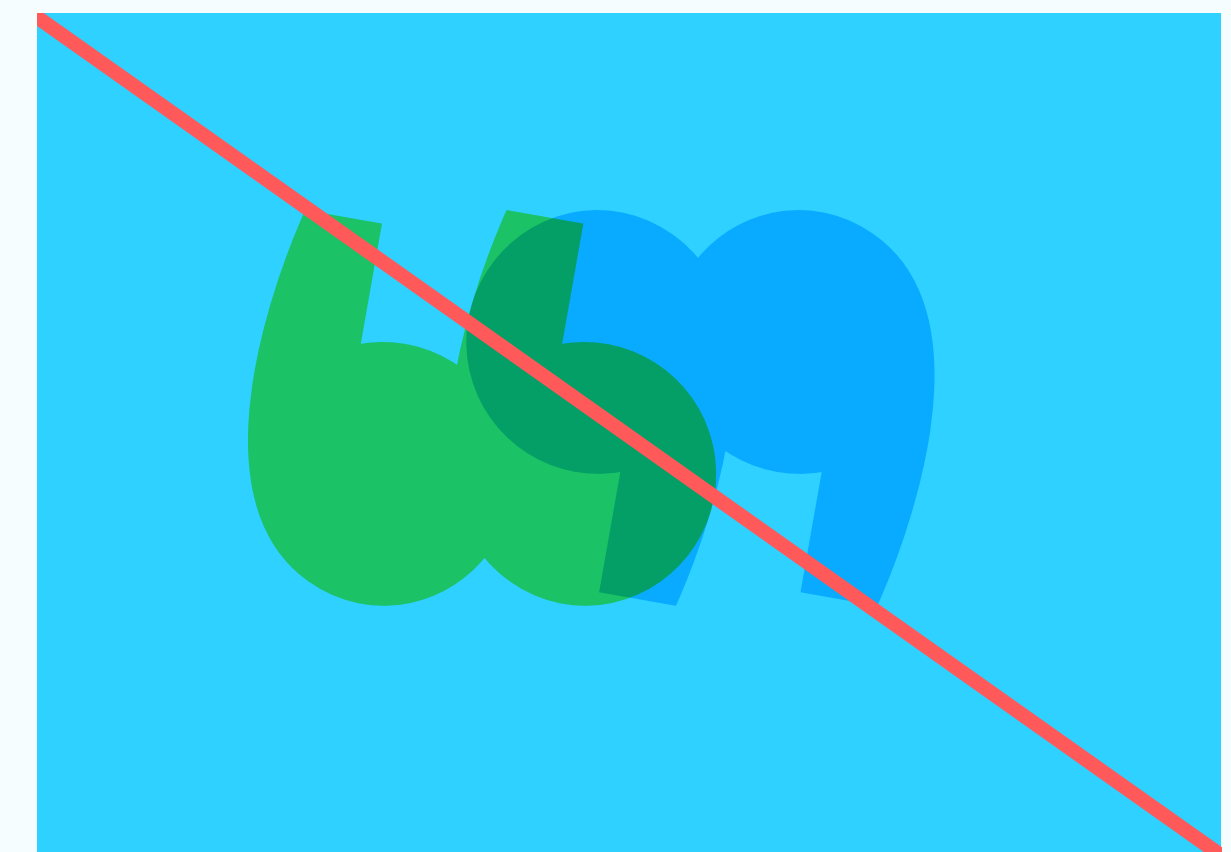
Don't add textures to the background



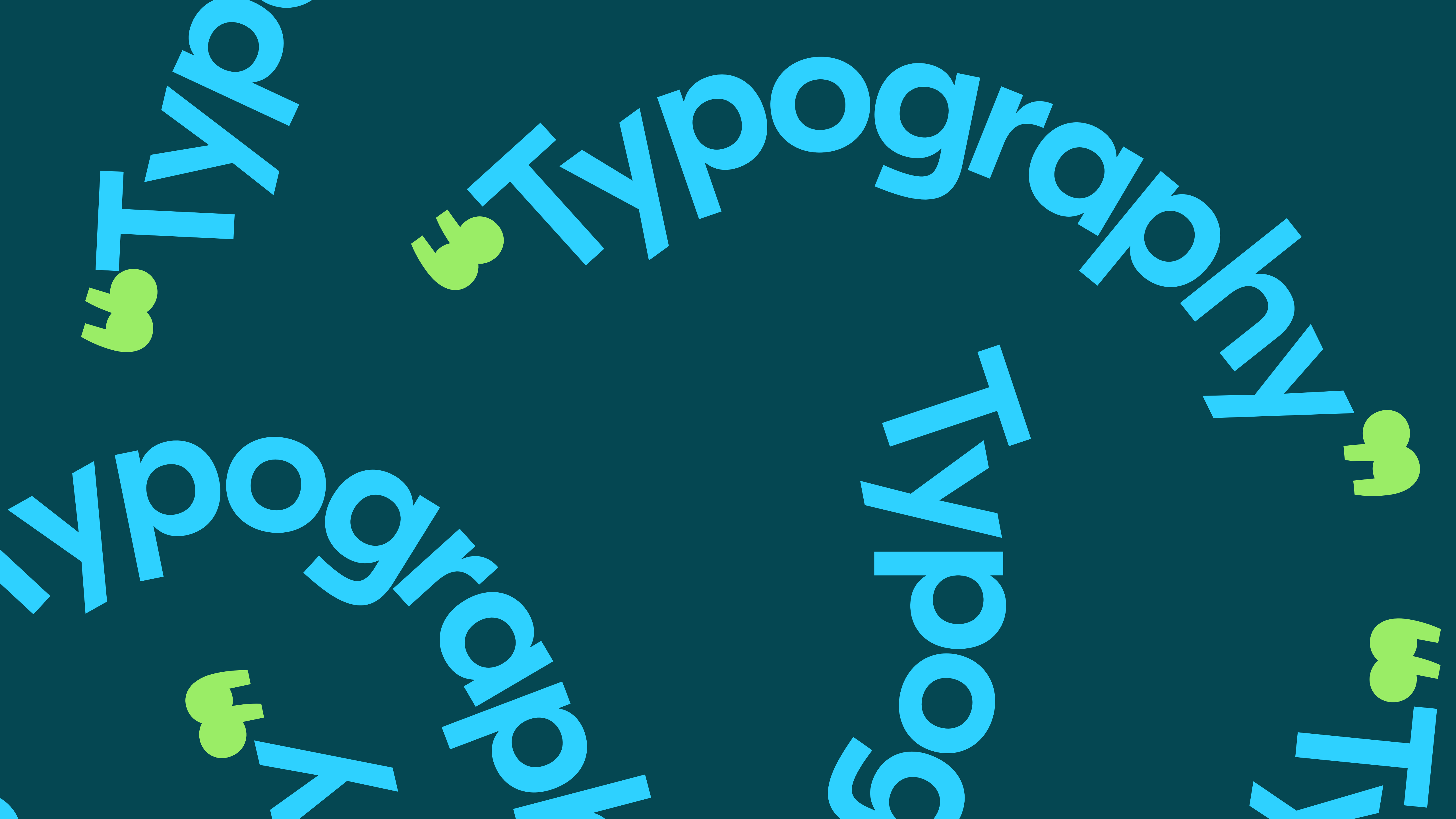
Don't use black and white



Don't use too many colours at once



Don't create transparency



Typography GT Eesti

[DOWNLOAD OUR FONT](#)

We use a BlaBlaCar custom version of GT Eesti Pro Display with our speech marks built in. Our type is usually left-aligned as it offers the best readability, however, we can use centred text for bold statements and short paragraphs.

Body copy should only ever be set in Light or Regular. Headings should be the same size as the body copy or a multiple of two (E.g. 2x, 4x, 6x, 8x or 10x the body copy).

GT Eesti Pro Display

Light
Regular
Medium
UltraBold

Typography Fallback font

There will be times where we share decks with third parties, and they may not have access to our primary font - GT Eesti Display.

That's why we have a fallback font, Questrial, to keep things consistent, even when our primary font isn't available. We use Mulish as Cyrillic typography.

Font

Questrial

DOWNLOAD

Weight

Regular

Characters

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz

lmnopqrstuvwxyz

1234567890'?"'!"(%)[#]

Font

Mulish

DOWNLOAD

Weight

Regular

Characters

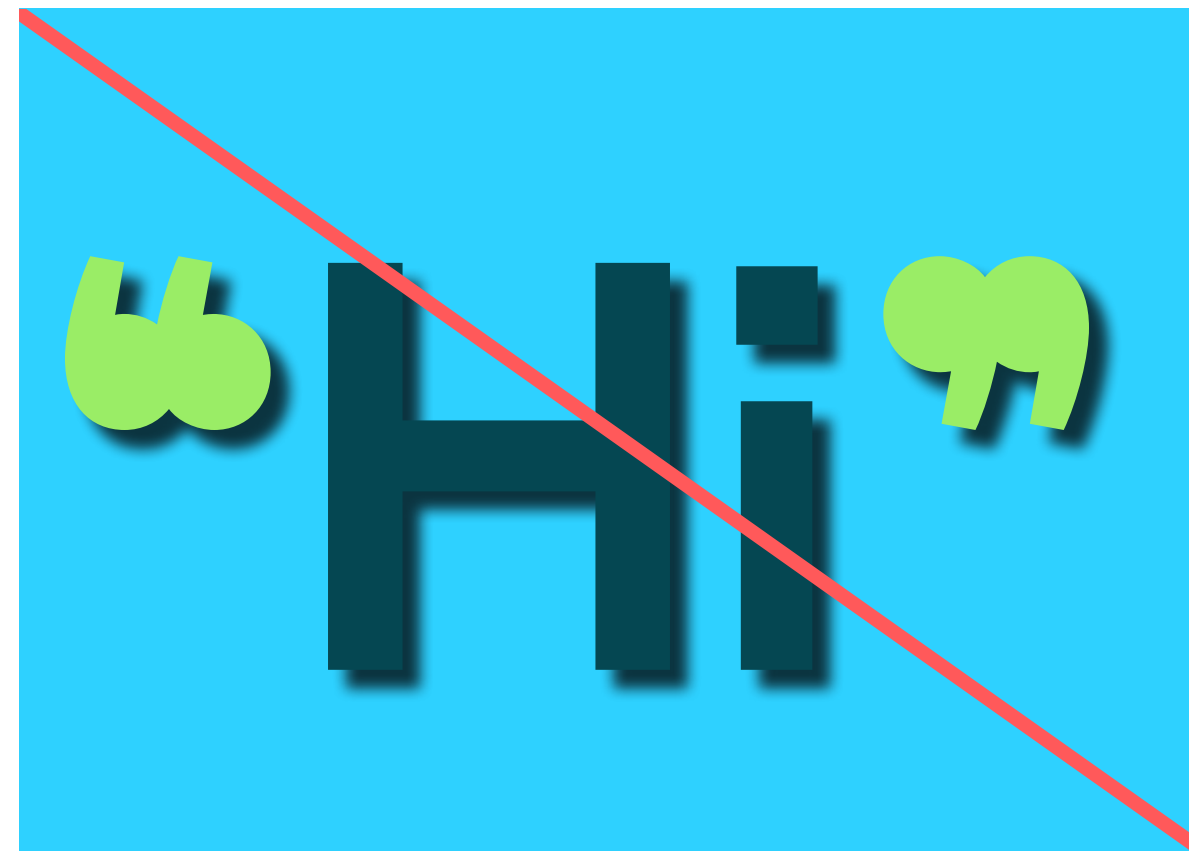
АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ

абвгдеёжзийклмнопрстуфхцчшщъыьэюя

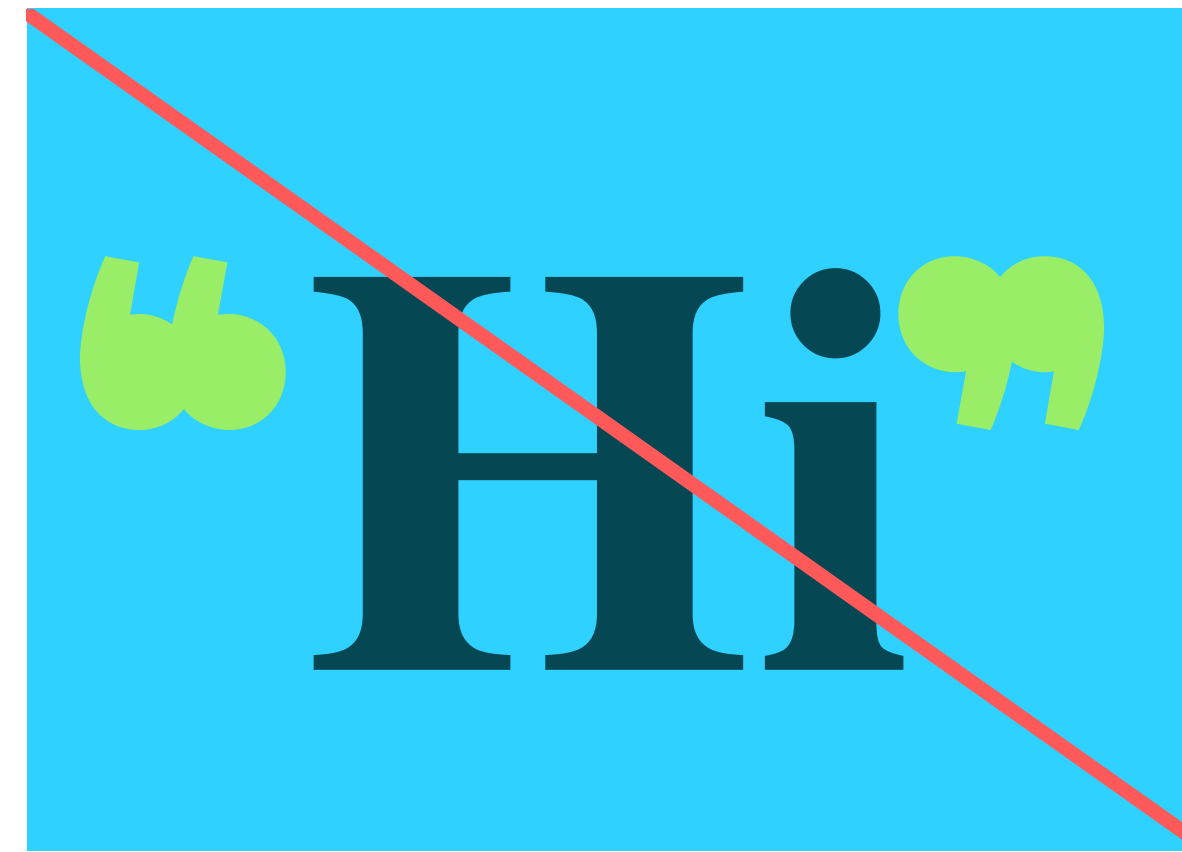
«»„“—…’

Typography Don'ts

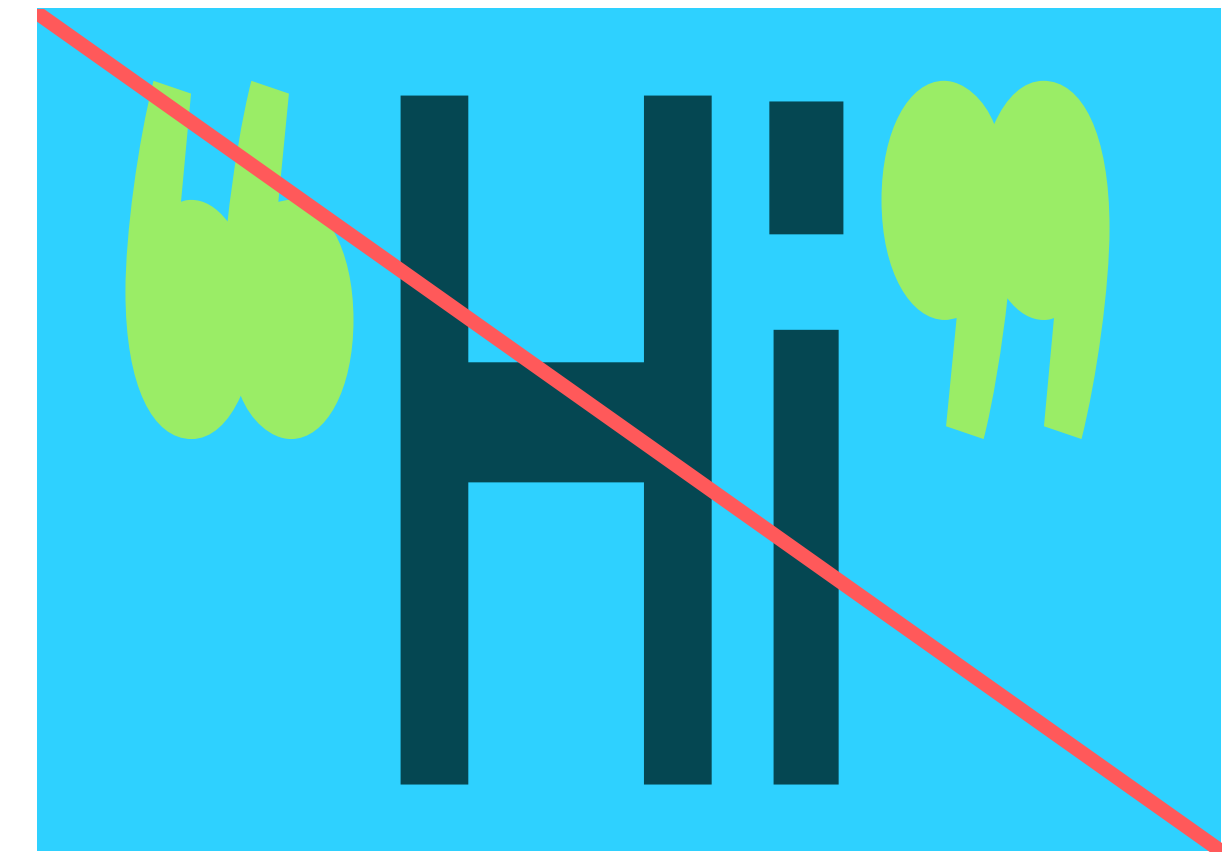
This page is a quick overview of some simple things that we should avoid doing to our typography.



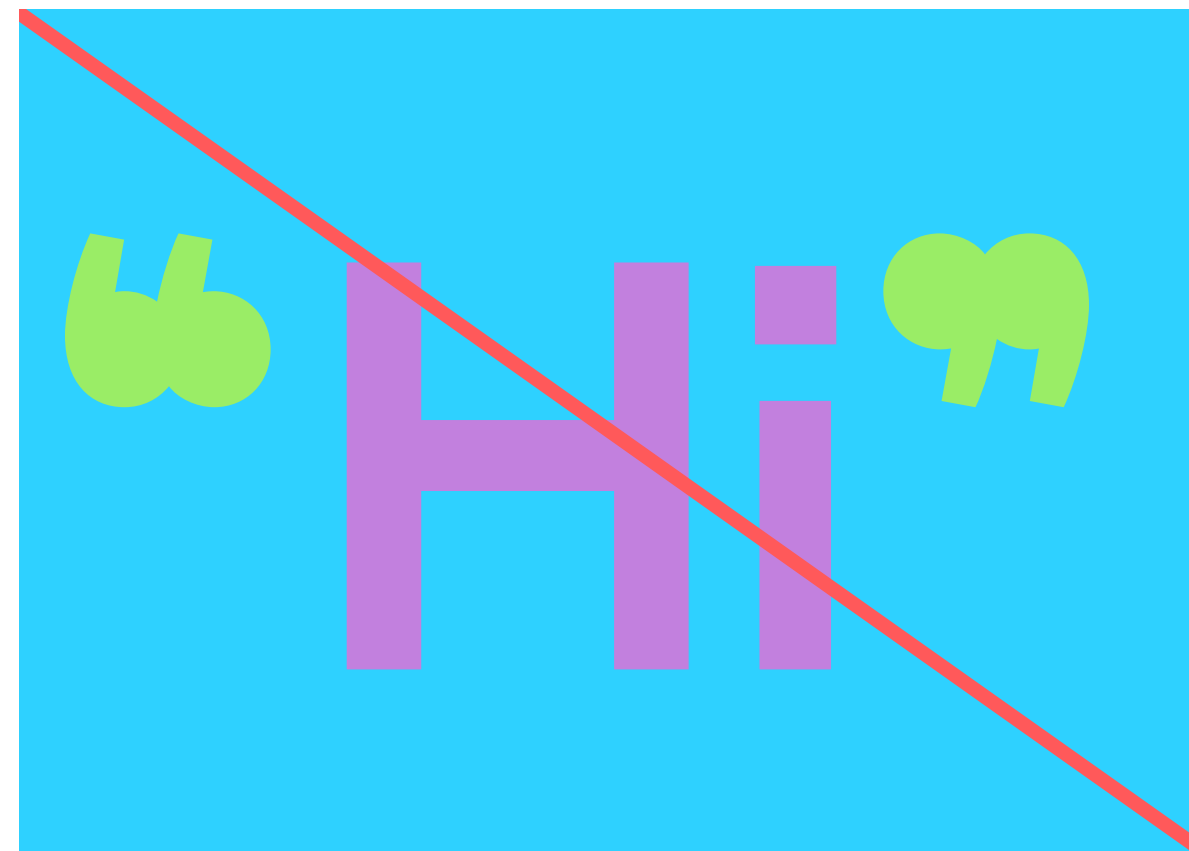
Do not add effects to the font



Do not change the font



Do not skew / morph the font



Do not colourise the font in a new colour



Do not use the alternate quotation marks

“Photography”

“Photograph

Brand architecture
Logo
Colour
Typography

Photography

- Introduction
- Principles
- Categories
 - 01. Before the ride
 - 02. On the ride
 - 03. At the destination

Illustration

BlaBlaCar Daily

Contact

Photography Introduction

Images that inspire curiosity.

Our photography is a powerful way to capture the spirit and ethos of our community - in a way that builds trust, reflects our values and inspires curiosity.

The way we shoot people differentiates us from our competitors. So it's important our photography style remains consistent.

When commissioning or selecting photography, please follow these principals carefully.



Brand architecture

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Photography

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- 01. Before the ride

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Illustration

BlaBlaCar Daily

Contact

Photography Principles

We have four photography principles, based on our brand values, that apply to all of our photography.

Four principles to inspire curiosity:

Emotionally Authentic

Being emotionally authentic is about capturing honest human connection between the passenger/s and driver. The right sense of emotion is very important as BlaBlaCar is a unique social experience.

Our members are at ease, friendly and interested in each other.

Bright and Optimistic

Our photography is bright and optimistic. We only depict the BlaBlaCar experience in a positive way. Our photography is defined by a strong, warm, white light. Our photography should always be lit in a natural way using natural light as much as possible.

Get Local

We understand what makes each city and country experience different. This means we always use relevant photography for the market we are in.

If shooting in a city or town, we use locations where people live and work. We use regional nuances to signify the city rather than landmarks.

Diverse and Proud

We're proud of the diversity of age, gender and ethnicity within our community. Our photography always reflects this and we ensure we use a diverse mix of people that reflect the city, town or country we are representing.

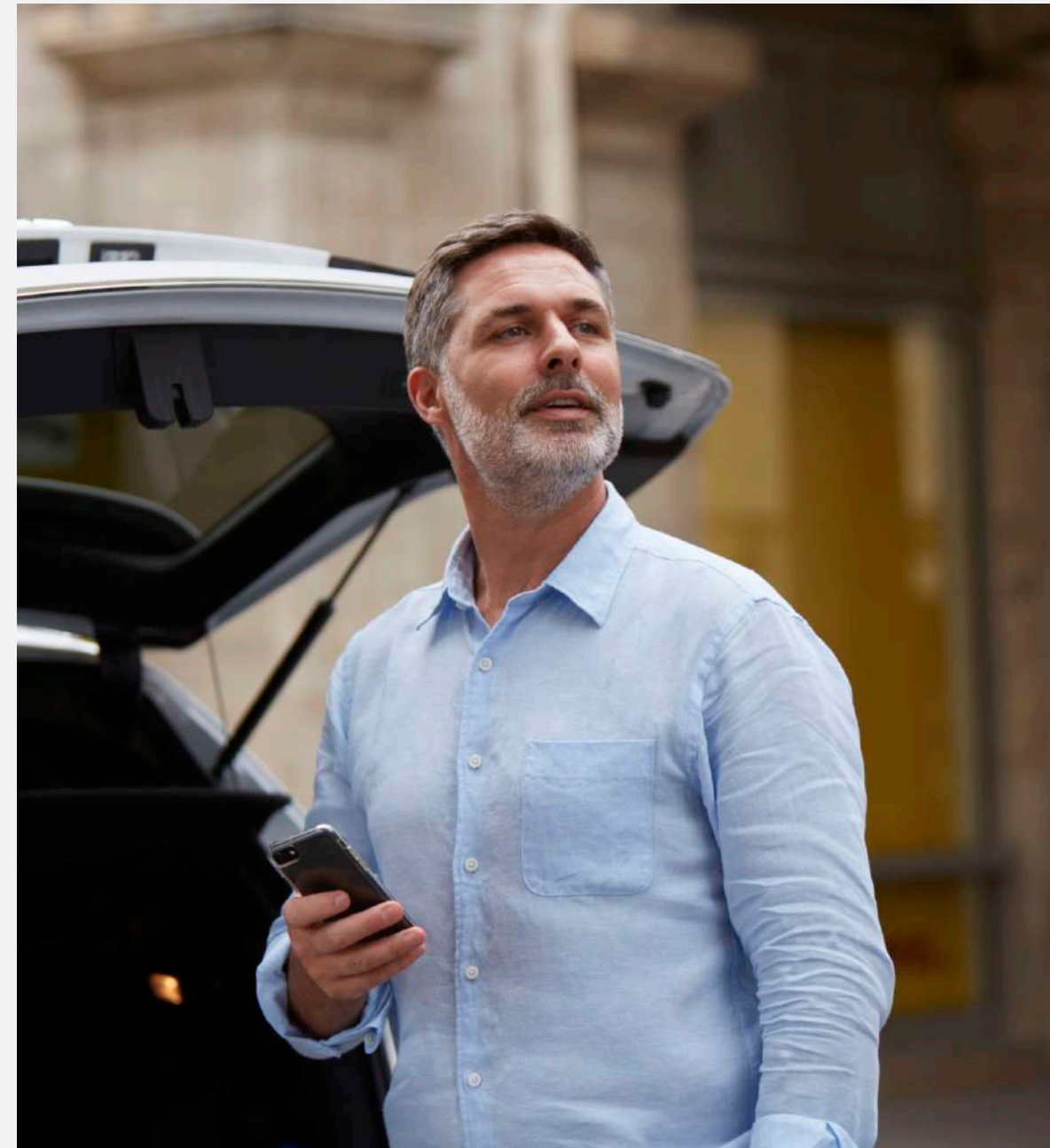
Photography

- Introduction
- Principles
- Categories
 - 01. Before the ride
 - 02. On the ride
 - 03. At the destination

Photography Categories

We have three categories of photography that cover all aspects of the BlaBlaCar experience. When selecting a category of photography, always consider what you're trying to communicate.

When art directing or commissioning photography, please follow the guidance in this section.



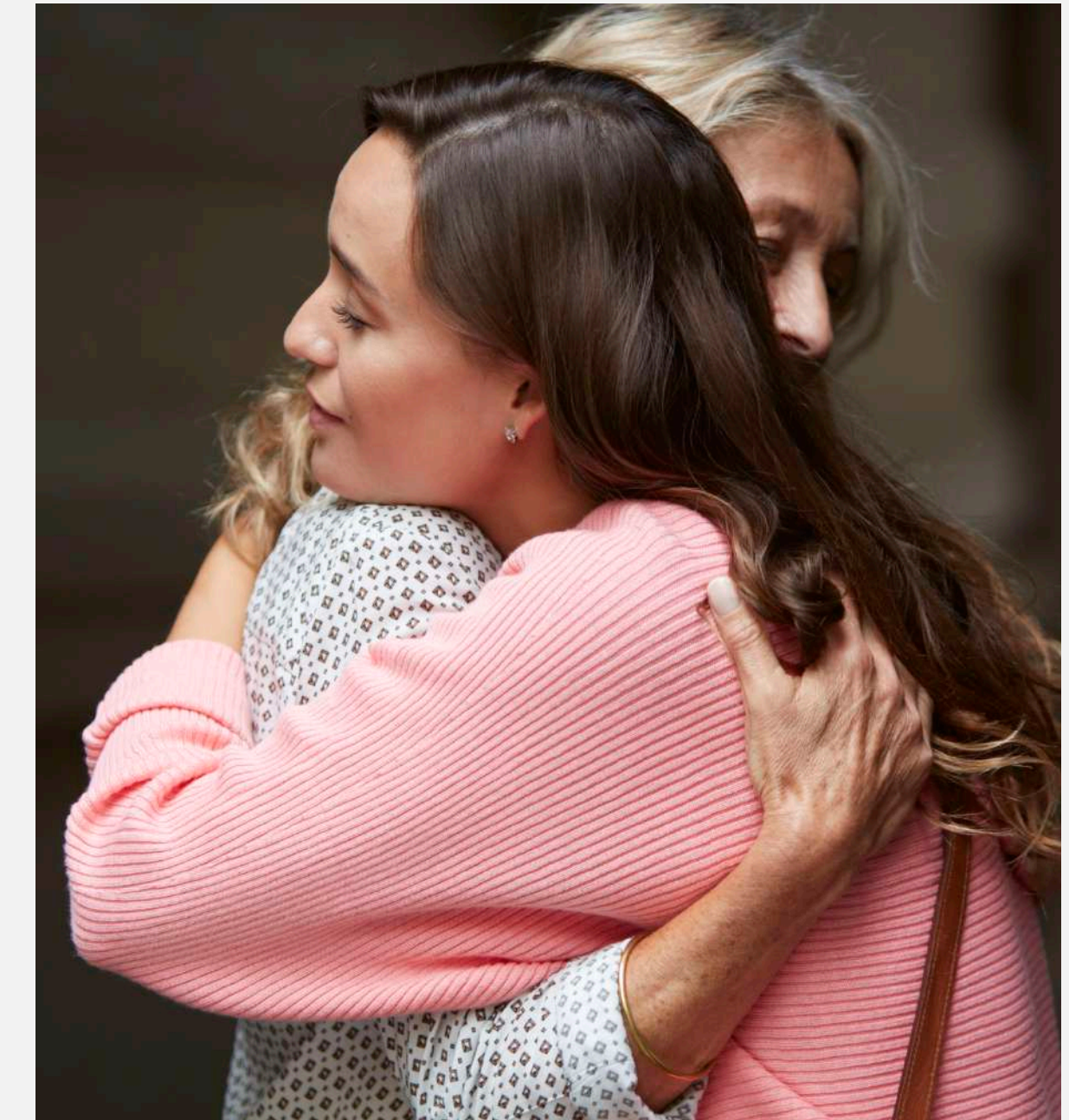
01. Before the ride

This covers everything from booking and contacting the driver or passenger, all the way up to the point of pick-up.



02. On the ride

From stopping for lunch to the conversations in the car - this covers all aspects of being on a ride.



03. At the destination

Capturing the emotional reason for our members travelling.

Photography

- Introduction
- Principles
- Categories
 - 01. Before the ride
 - 02. On the ride
 - 03. At the destination

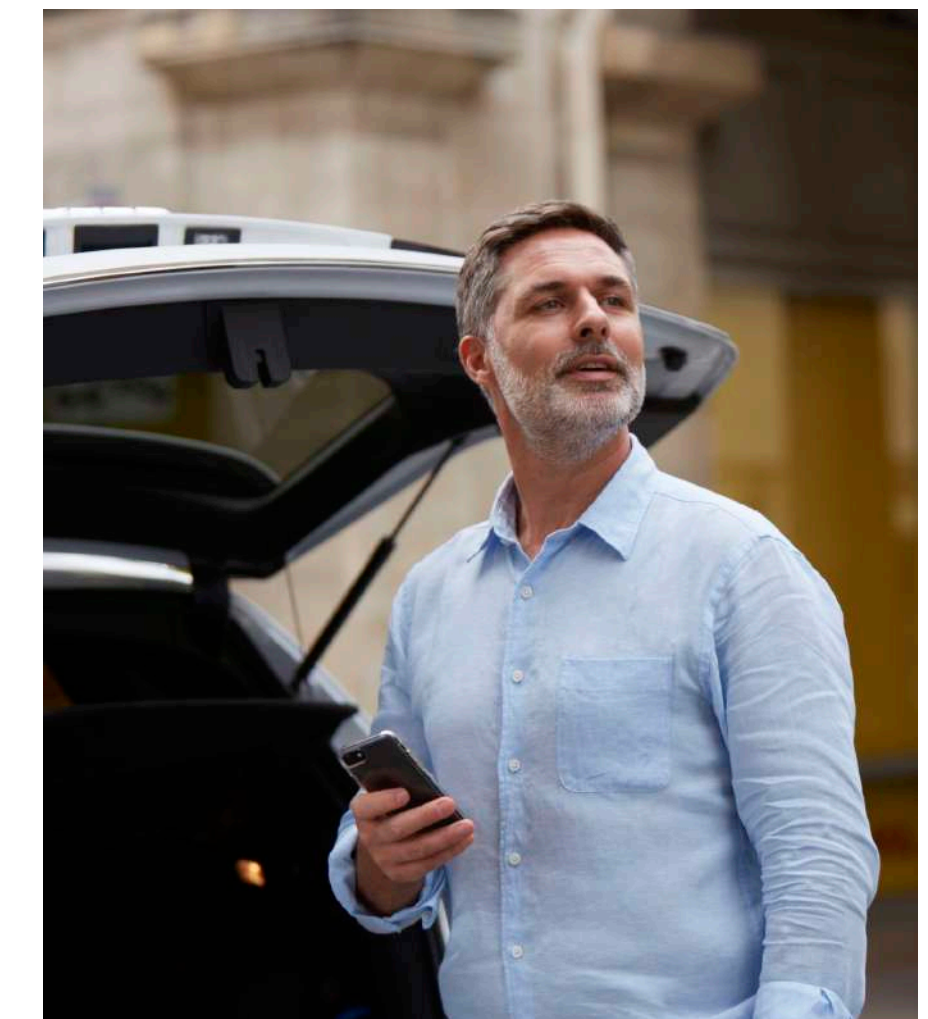
Photography Categories – 01. Before the ride

Here we show people preparing for their BlaBlaCar journey. People are relaxed and in the context of their own homes, or on their way to the pick-up. Each image should convey a personal story and reason for using our service.

What we show

- People using the app
- Members calling the driver/passenger
- Members leaving for a pick-up
- Drivers setting off
- The wait for a pick-up

We don't always have to show laptops and mobiles, but when we do they shouldn't be the focus.



Photography

- Introduction
- Principles
- Categories
 - 01. Before the ride
 - 02. On the ride
 - 03. At the destination

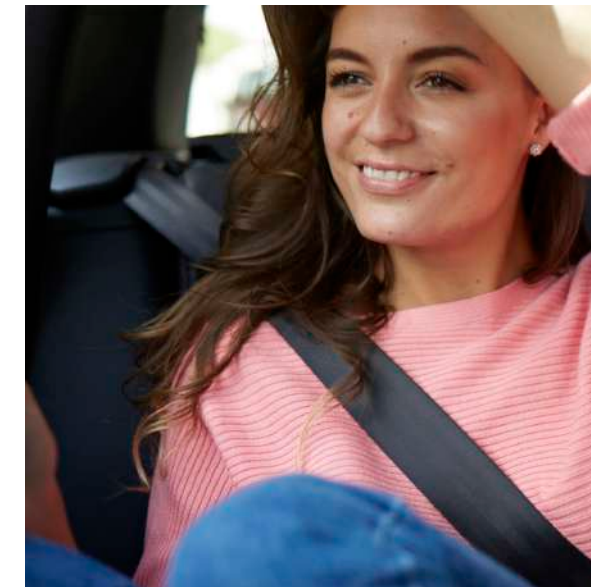
Photography Categories – 02. On the ride

We capture the moments when people connect on their journeys. We look for unique relatable moments that show a friendly interaction between the driver and passenger/s. They are the moments of curiosity and serendipity that leave us with a story to tell our friends and family. They should be inspiring scenes that the viewer would want to be part of.

What we show

- Pick-ups
- In the car
- Stop-offs
- Drop-offs
- Arriving

The car should always be present but never the focus.



Photography

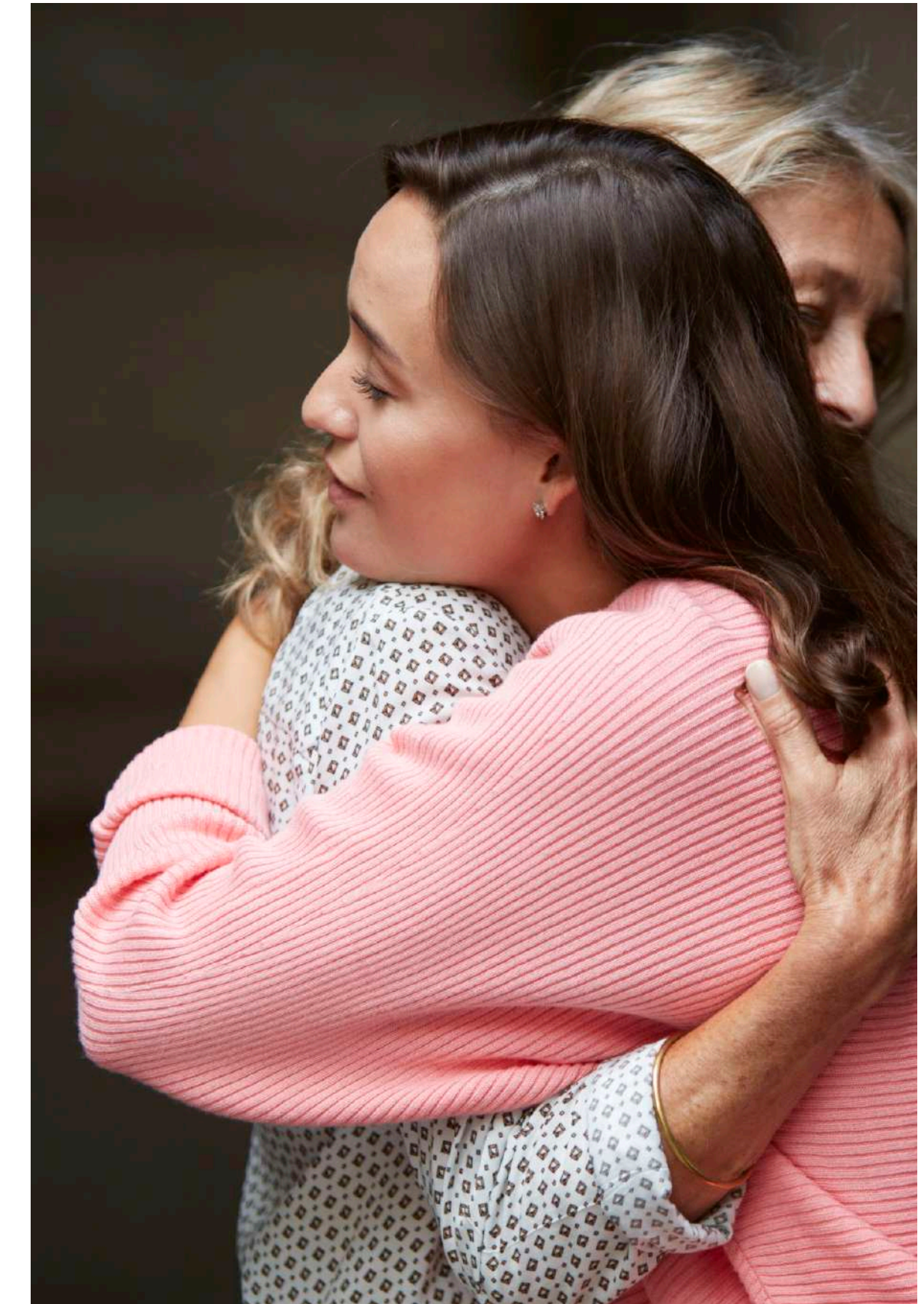
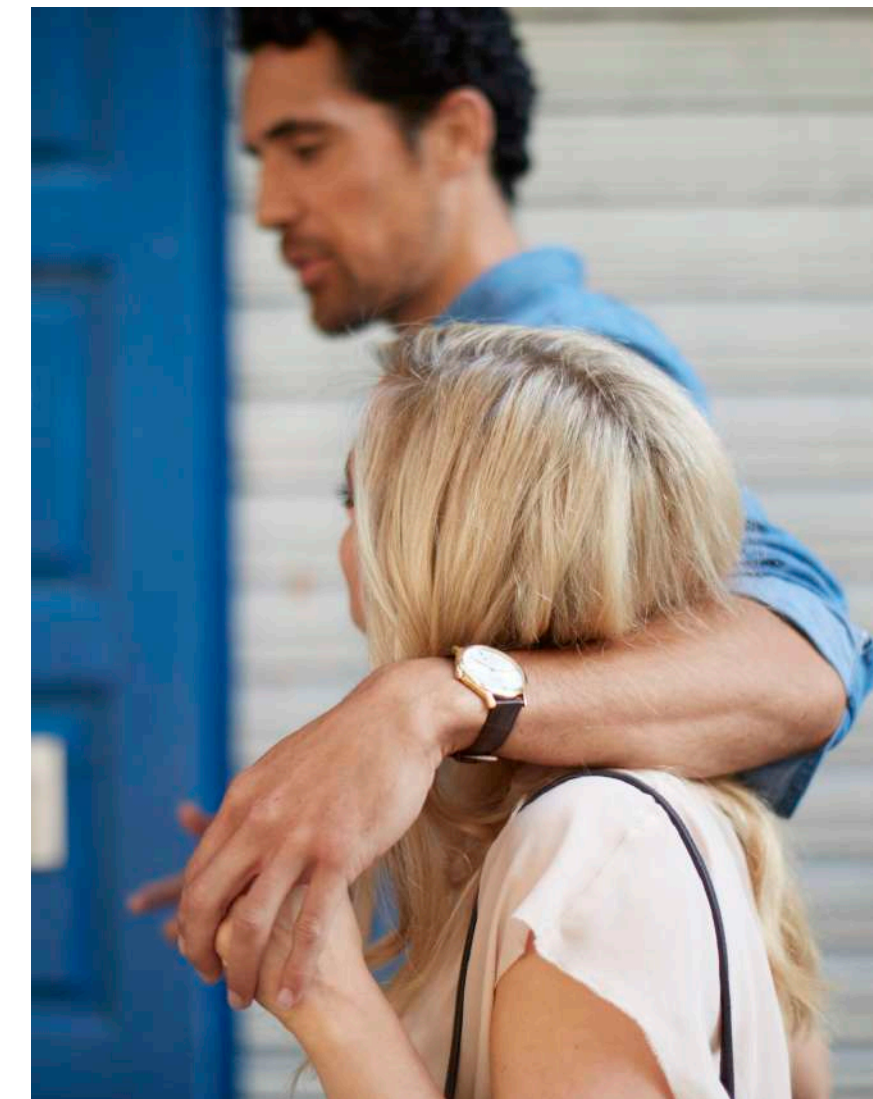
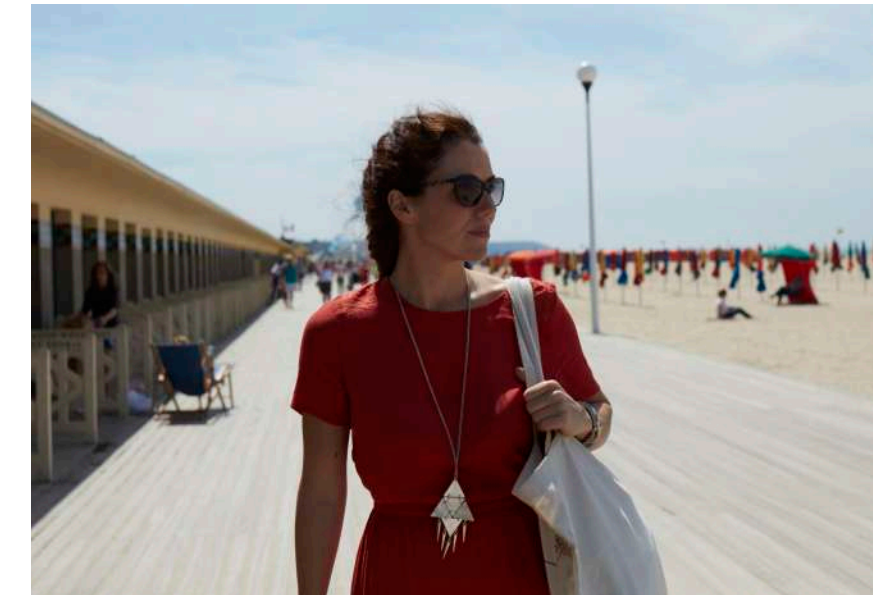
- Introduction
- Principles
- Categories
 - 01. Before the ride
 - 02. On the ride
 - 03. At the destination

Photography Categories – 03. At the destination

With destination photography, we depict the emotional reasons behind each ride. This helps us communicate the diverse ways in which BlaBlaCar helps its community. The photography should be warm and filled with emotion, and remind the viewer of the moments that are worth travelling for.

What we show

- Visiting Family
- Visiting Friends
- Commuting to work
- Leisure at the weekends
- Travelling on holiday
- Event (football match, skiing, festival etc.)
- Going to/from university



Illustration



Illustration

- Overview
- Categories
 - 01. Integrated
 - 02. Interacting
- Don'ts

Illustration Overview

We use illustrations to bring a human element when images can't. Illustrations can also help us create clarity and understanding.

Refer to our [Illustration guidelines](#) for a more in-depth guide.

[DOWNLOAD OUR ILLUSTRATIONS](#)



Illustration

- Overview
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- Don'ts

Illustration Categories

We use illustrations to bring a human element when images can't. Illustrations can also help us create clarity and understanding.



01. Integrated

02. Interacting

Illustration 01. Integrated

We can introduce illustrations into communications by integrating them within headlines. Be mindful of the spacing and size of each illustration.

A maximum of 2 illustrations should be used when integrating into a headline.

Brand architecture
Logo
Colour
Typography
Photography

Illustration

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BlaBlaCar Daily

Contact

Next stop? Wherever you're headed.



Illustration

- Overview
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- Don'ts

BlaBlaCar Daily

Contact

Illustration 01. Integrated — Example



Illustration 02. Interacting

Our illustrations have been created to allow for playfulness in our design. Our illustrations can allow us to have fun when creating communications,

by interacting in playful ways with our typography.

Brand architecture
Logo
Colour
Typography
Photography

Illustration

- Overview
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- Don'ts

BlaBlaCar Daily

Contact



- Brand architecture
- Logo
- Colour
- Typography
- Photography

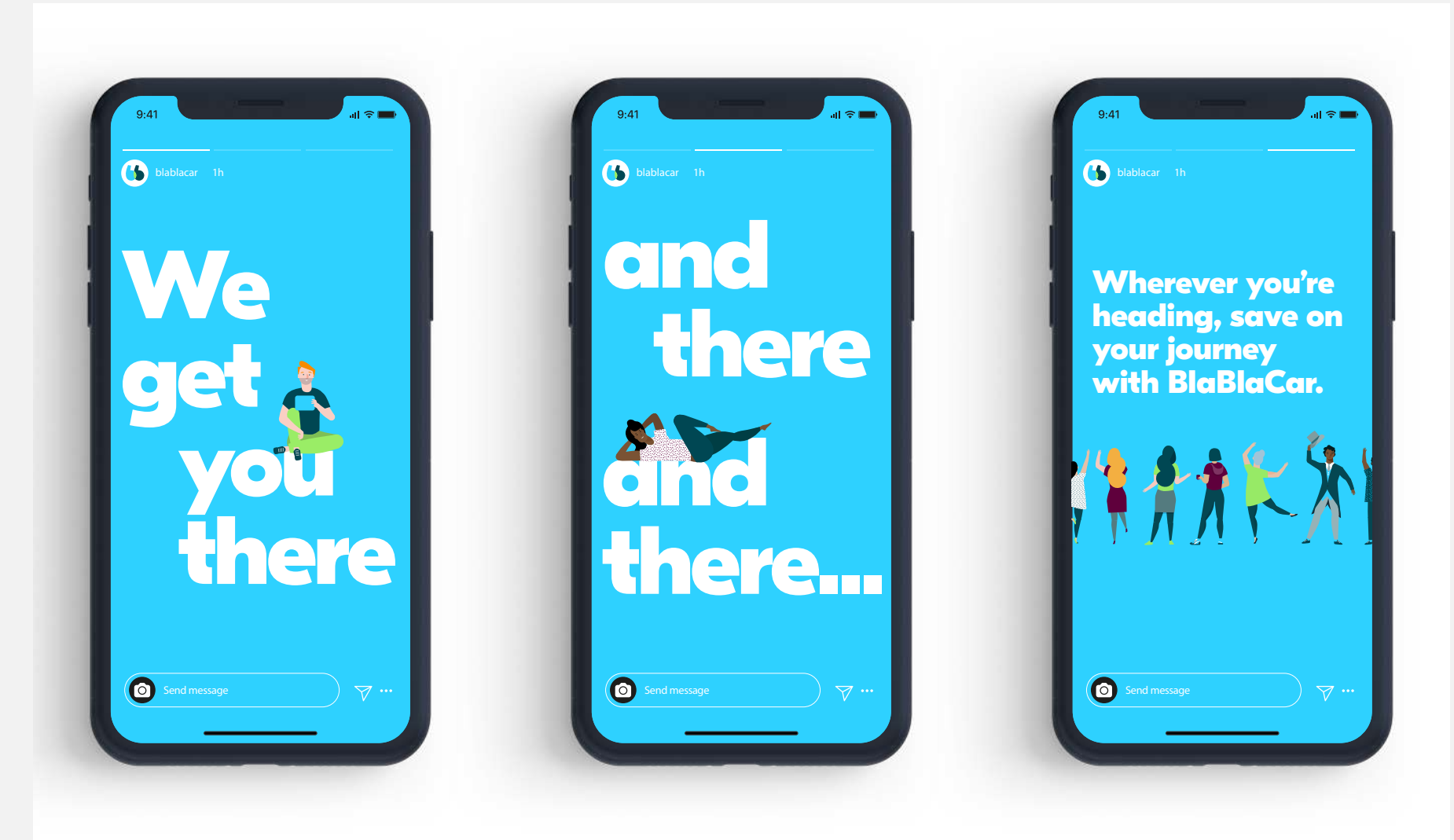
Illustration

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BlaBlaCar Daily

Contact

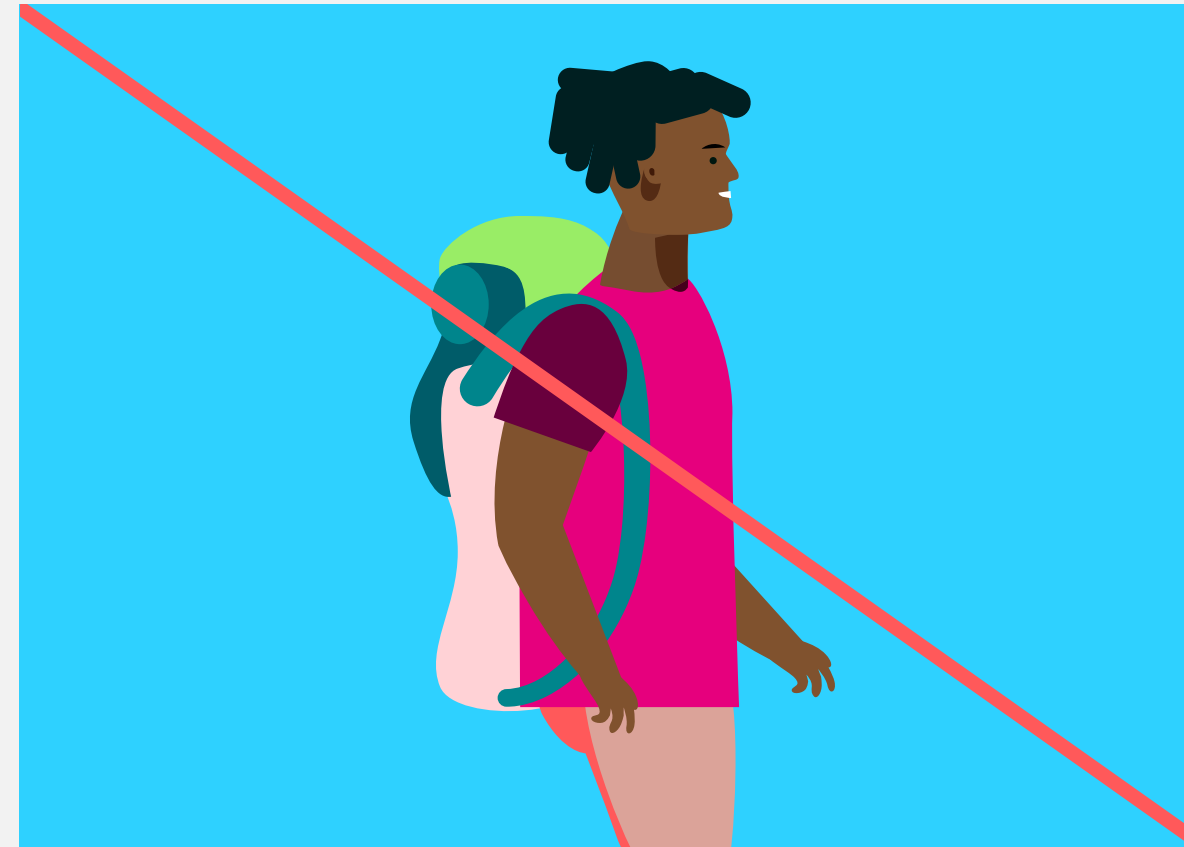
Illustration 02. Interacting — Examples



Illustration

- Overview
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 - 01. Integrated
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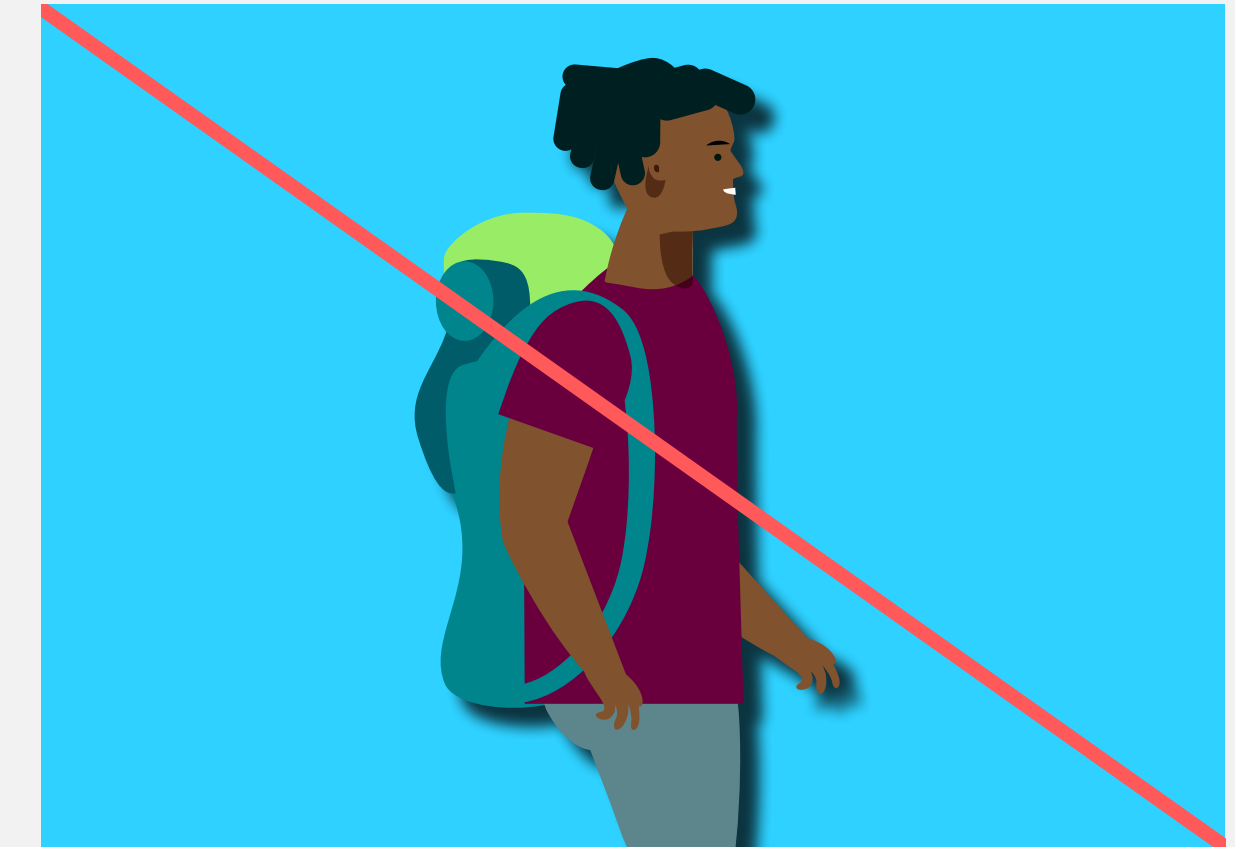
Illustration Don'ts



Don't create new colours



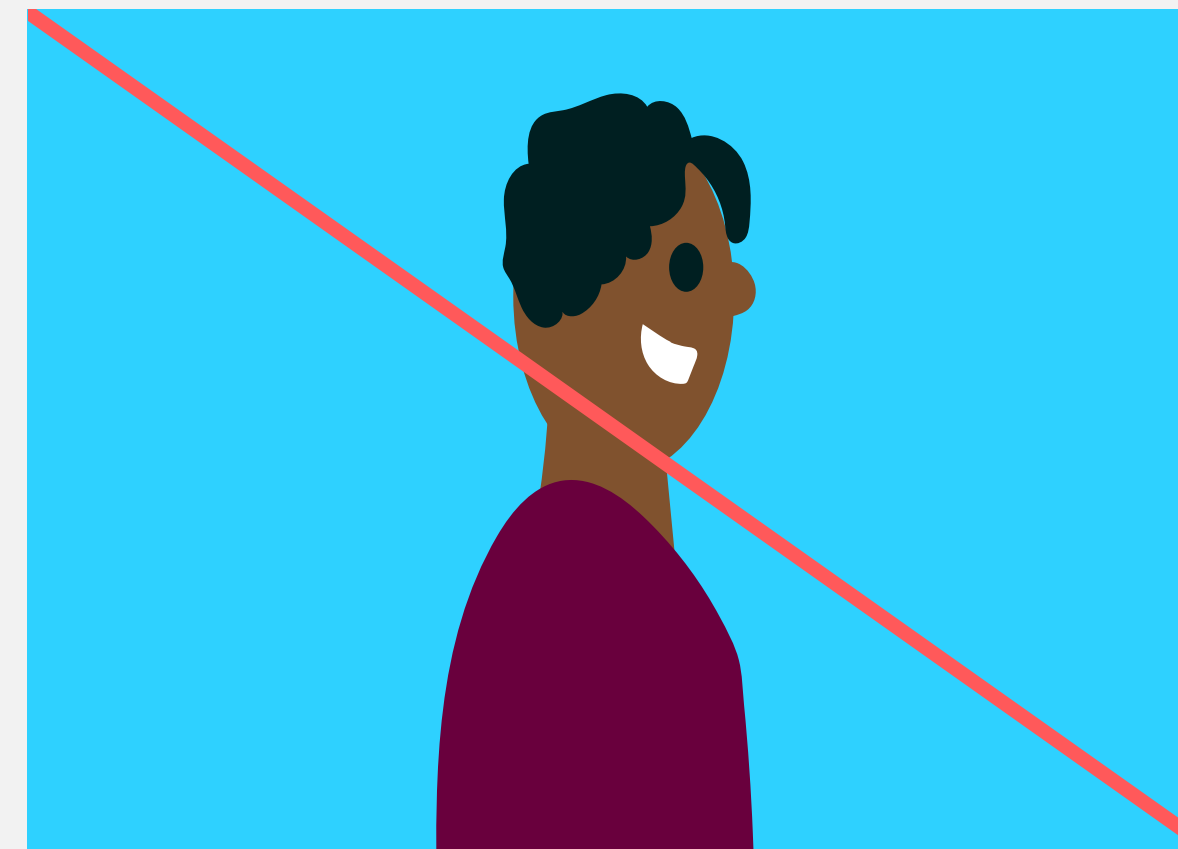
Don't add gradients



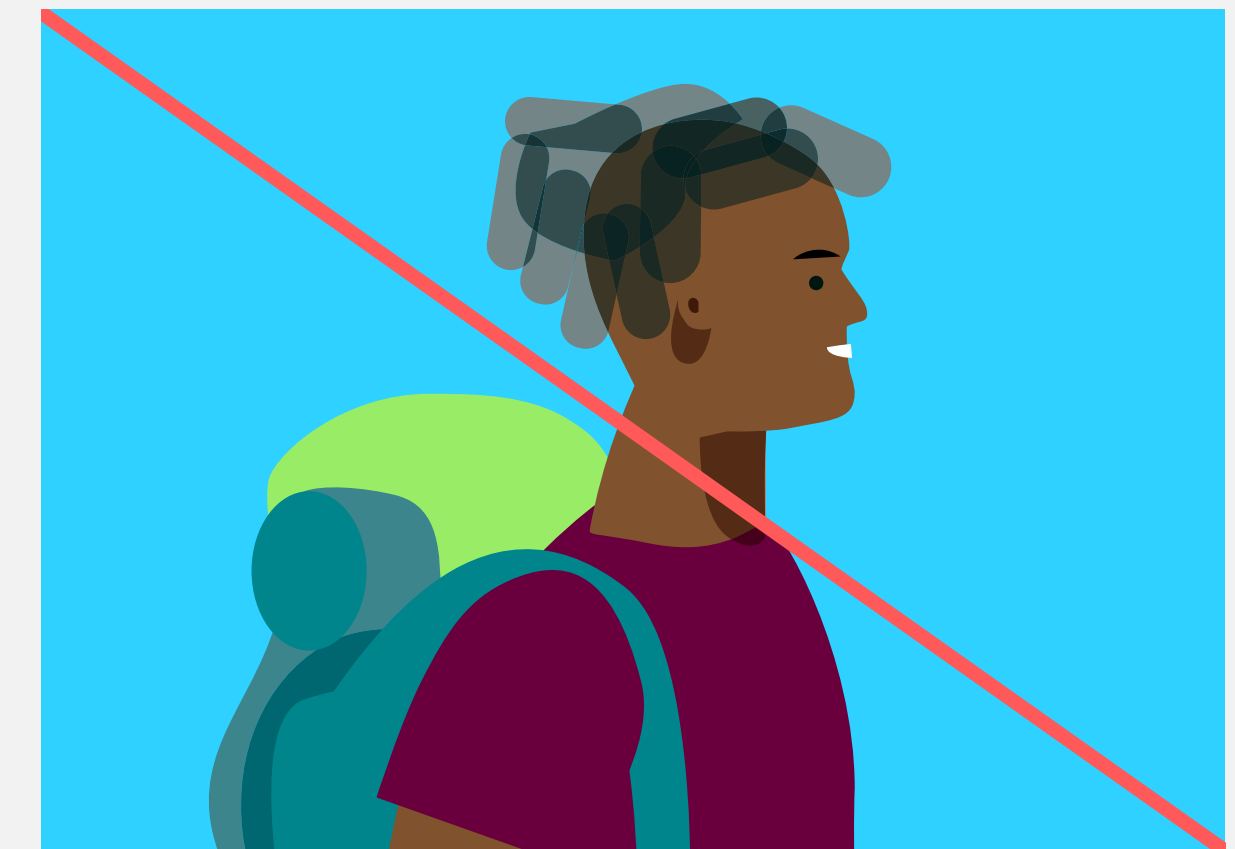
Don't use any effects



Don't add texture



Don't recreate the illustrations



Don't add transparency



r Daily

Quality

BlaBlaCar

Daily
Bla

Brand architecture

Logo

Colour

Typography

Photography

Illustration

BlaBlaCar Daily

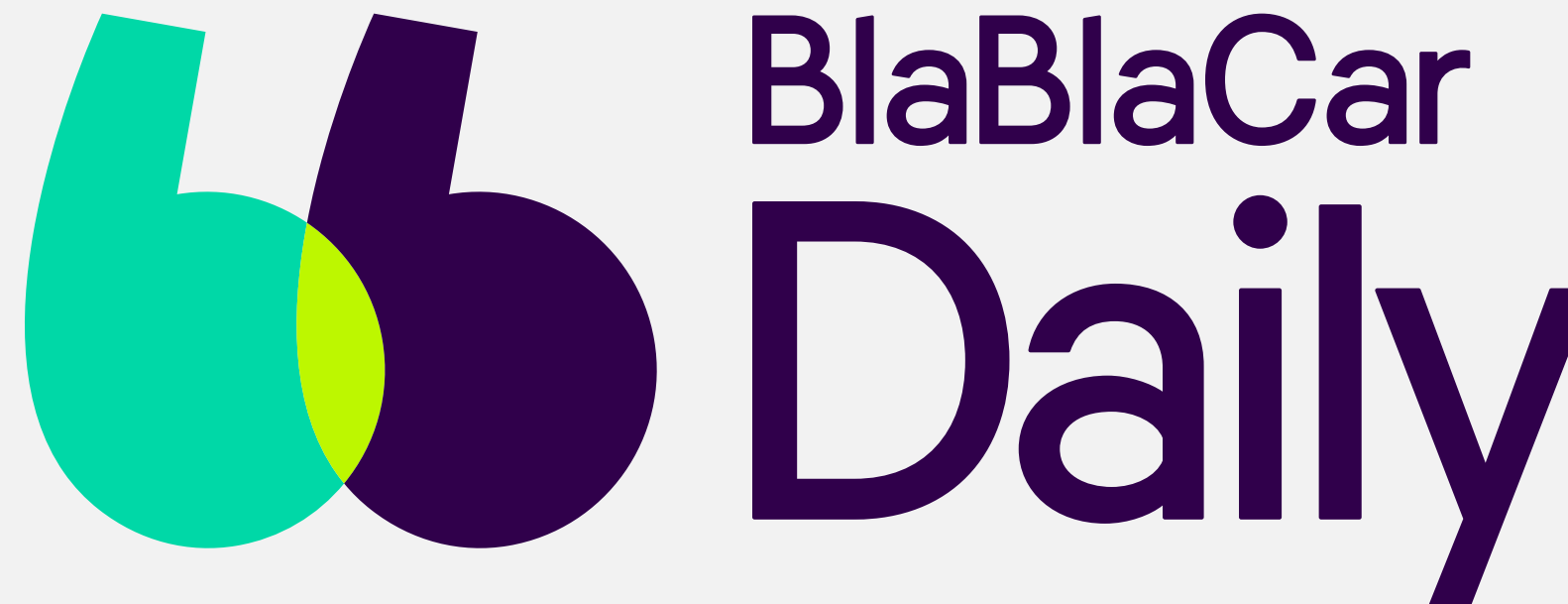
- Overview
- Logo versions
- Colourways
- Logo
 - Positioning don'ts
 - Minimum size & Clear space
 - Don'ts
- Colour
 - Primary and accents palettes
 - Combinations
- In a sentence

Contact

BlaBlaCar Daily Overview

Our BBC Daily logo, in its entirety, consists of both a symbol and a wordmark.

Our wordmark is bold, confident and human. It reflects the shape of our symbol to create harmony between the two elements. We use our wordmark to anchor our symbol, and inform new audiences who we are. It's a bespoke piece of typography, and we should never attempt to recreate it.



Brand architecture

Logo

Colour

Typography

Photography

Illustration

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BlaBlaCar Daily Logo versions

We have two logo versions to choose from,
Horizontal (Primary) and Vertical (Secondary).

[DOWNLOAD OUR LOGOS](#)



Horizontal (Primary)



Vertical (Secondary)

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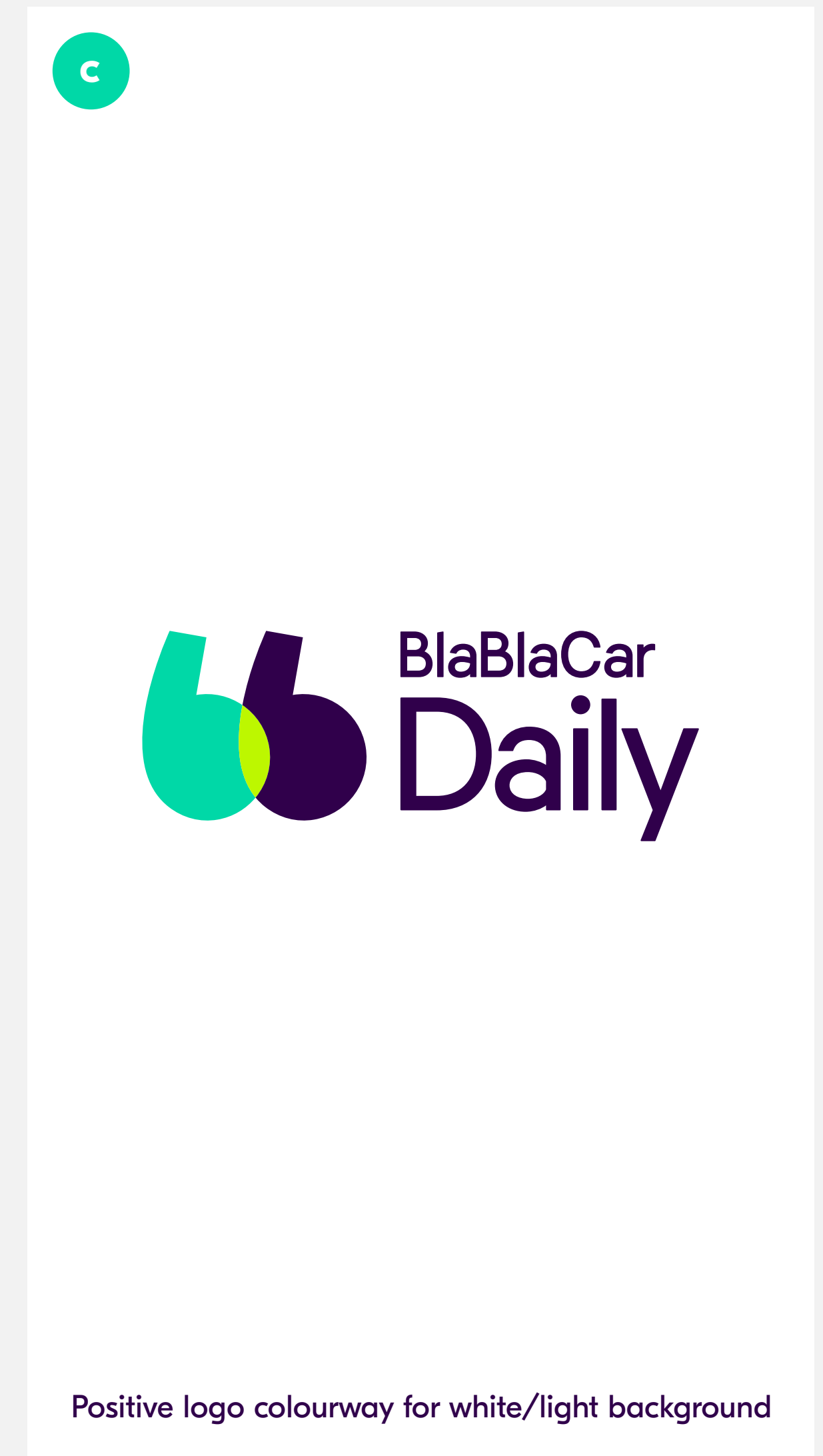
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BlaBlaCar Daily Colourways

We have three logo colourways to choose from.
Please adhere to the colour combinations on
this page when using a logo.



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Logo Positioning don'ts

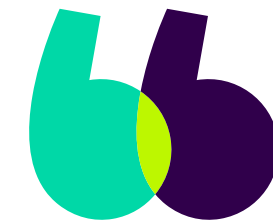
Here are some examples of things to avoid. When the background is busy, try to position the logo somewhere uncluttered. Use the 'positive' and 'negative' logo versions we supplied if the background is too bright/dark.



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Logo Minimum size

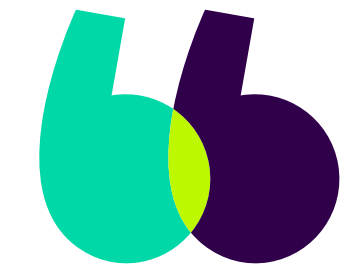
We have defined minimum sizes for our logo, so be sure to use the correct artwork. Don't use any undersized logo.



5mm / 30px



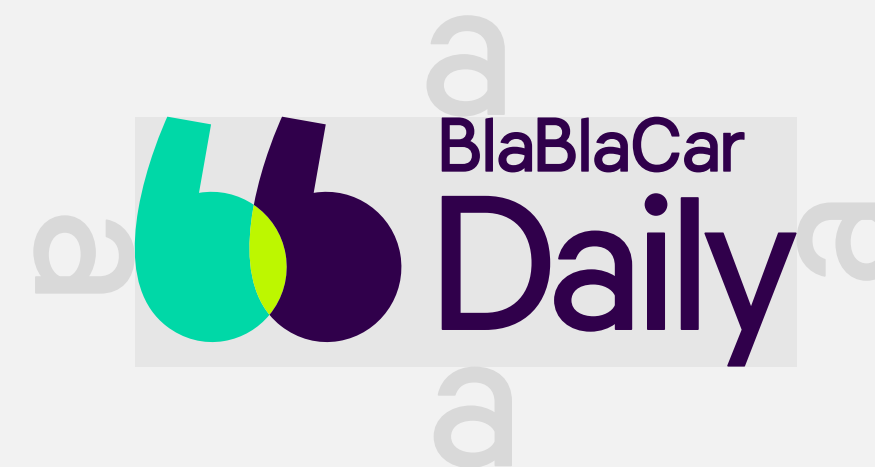
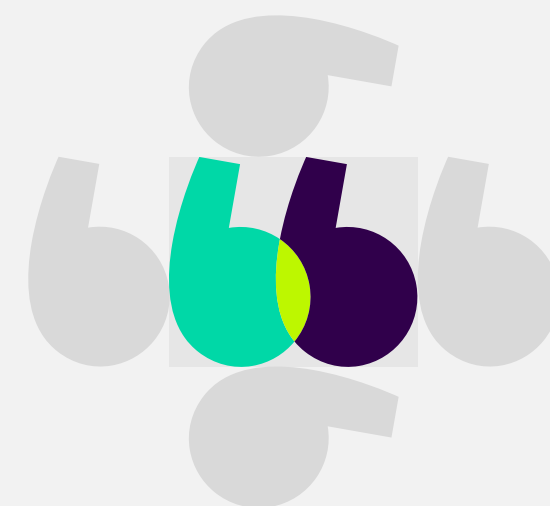
35mm / 150px



25mm / 100px

Logo Clear space

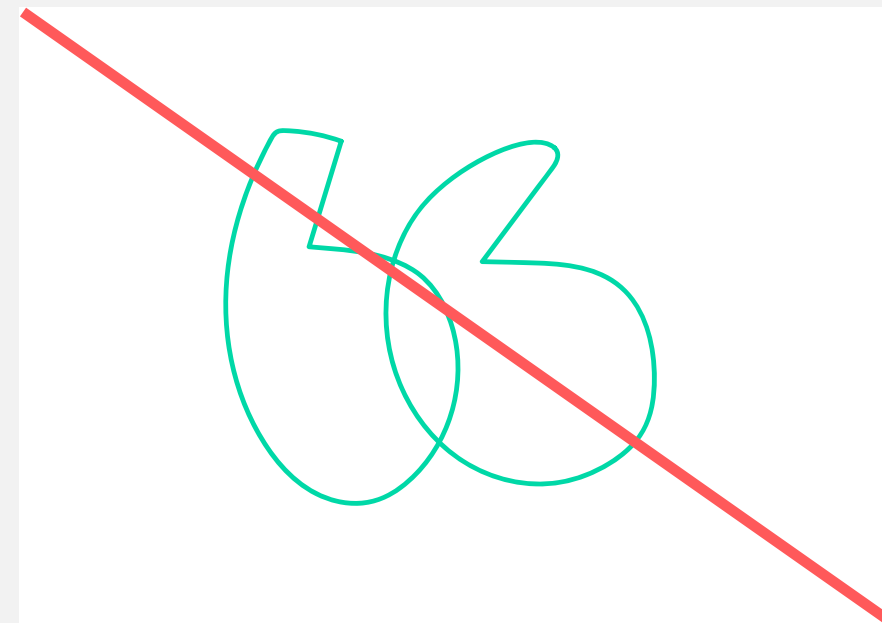
We have defined specific parameters for our logo's clear space — the space where no graphic element can encroach. All graphic elements must remain the specified distances from our logo.



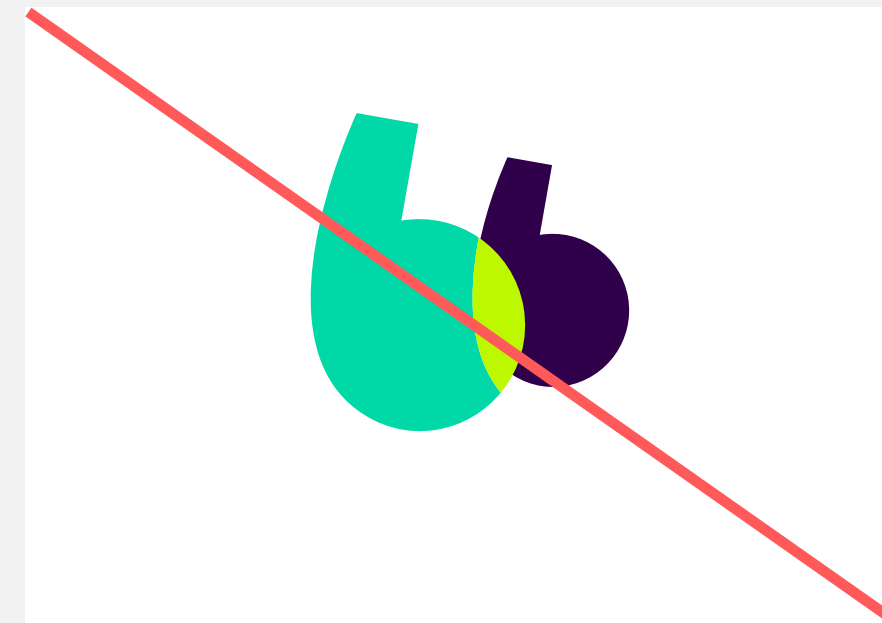
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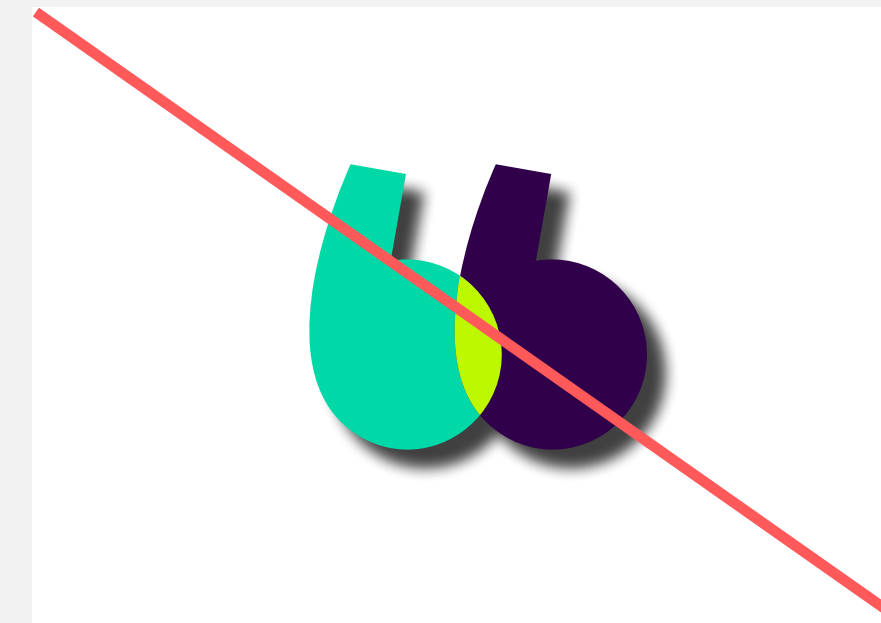
Logo Don'ts



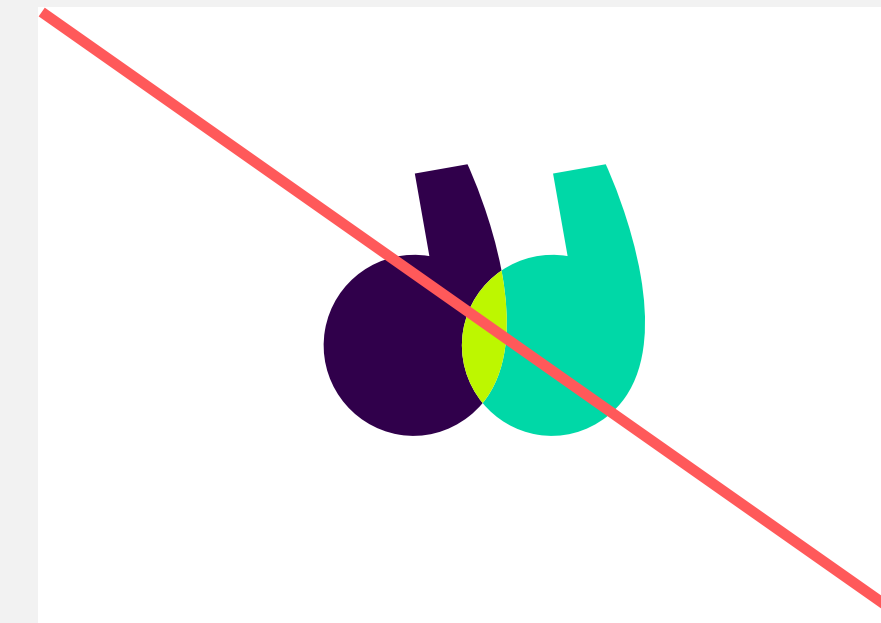
Don't recreate the logo



Don't scale the Bs individually



Don't add any effects



Don't flip the Bs



Don't add new colours to the wordmark



Don't add new colours to the symbol



Don't outline the symbol



Don't create a new lockup



Don't change the wordmark's typeface



Don't stretch the logo



Don't manipulate the wordmark



Don't rotate

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Colour Primary and accents palettes

The size of each colour block represents how prominent it should be in order to keep sub-brand differentiation. The colour of the text also indicates the preferred colour of body copy when used on the given background.

Each colour has a range of accompanying tints that can be used to create extra contrast. A 10% darker tint has also been included but should be used only on digital applications.

<div style="background-color: #30004B; color: white; padding: 20px; text-align: center;"> <h3>BlaBlaViolet</h3> <table border="0" style="margin: 0 auto;"> <tr> <td>R 48</td> <td>C 100</td> <td>Hx #30004B</td> </tr> <tr> <td>G 0</td> <td>M 100</td> <td>PMS 2627C</td> </tr> <tr> <td>B 75</td> <td>Y 9</td> <td></td> </tr> <tr> <td></td> <td>K 50</td> <td></td> </tr> </table> </div>	R 48	C 100	Hx #30004B	G 0	M 100	PMS 2627C	B 75	Y 9			K 50		<div style="background-color: #00D8A7; color: white; padding: 20px; text-align: center;"> <h3>BlaBlaAqua</h3> <table border="0" style="margin: 0 auto;"> <tr> <td>R 0</td> <td>C 73</td> <td>Hx #00D8A7</td> </tr> <tr> <td>G 216</td> <td>M 4</td> <td>PMS 2239C</td> </tr> <tr> <td>B 167</td> <td>Y 45</td> <td></td> </tr> <tr> <td></td> <td>K 0</td> <td></td> </tr> </table> </div>	R 0	C 73	Hx #00D8A7	G 216	M 4	PMS 2239C	B 167	Y 45			K 0		<div style="background-color: white; color: #30004B; padding: 20px; text-align: center;"> <h3>White</h3> <table border="0" style="margin: 0 auto;"> <tr> <td>R 255</td> <td>C 0</td> <td>Hx #FFFFFF</td> </tr> <tr> <td>G 255</td> <td>M 0</td> <td></td> </tr> <tr> <td>B 255</td> <td>Y 0</td> <td></td> </tr> <tr> <td></td> <td>K 0</td> <td></td> </tr> </table> </div>	R 255	C 0	Hx #FFFFFF	G 255	M 0		B 255	Y 0			K 0																									
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<table border="0" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #17003F; color: white; padding: 5px;">Digital only</td> <td style="background-color: #666666; padding: 5px;">60%</td> <td style="background-color: #808080; padding: 5px;">40%</td> <td style="background-color: #A0A0A0; padding: 5px;">20%</td> </tr> <tr> <td style="background-color: #17003F; color: white; padding: 5px;">Hx #17003F</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #17003F; color: white; padding: 5px;">R 23</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #17003F; color: white; padding: 5px;">G 0</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #17003F; color: white; padding: 5px;">B 63</td> <td></td> <td></td> <td></td> </tr> </table>	Digital only	60%	40%	20%	Hx #17003F				R 23				G 0				B 63				<table border="0" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #00B4AB; color: white; padding: 5px;">Digital only</td> <td style="background-color: #66CCCC; padding: 5px;">60%</td> <td style="background-color: #80CCCC; padding: 5px;">40%</td> <td style="background-color: #A0CCCC; padding: 5px;">20%</td> </tr> <tr> <td style="background-color: #00B4AB; color: white; padding: 5px;">Hx #00B4AB</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #00B4AB; color: white; padding: 5px;">R 0</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #00B4AB; color: white; padding: 5px;">G 180</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #00B4AB; color: white; padding: 5px;">B 171</td> <td></td> <td></td> <td></td> </tr> </table>	Digital only	60%	40%	20%	Hx #00B4AB				R 0				G 180				B 171				<table border="0" style="width: 100%; text-align: center;"> <tr> <td style="background-color: #B4D503; color: white; padding: 5px;">Digital only</td> <td style="background-color: #E0E066; padding: 5px;">60%</td> <td style="background-color: #F0F099; padding: 5px;">40%</td> <td style="background-color: #FFF0CC; padding: 5px;">20%</td> </tr> <tr> <td style="background-color: #B4D503; color: white; padding: 5px;">Hx #B4D503</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #B4D503; color: white; padding: 5px;">R 180</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #B4D503; color: white; padding: 5px;">G 213</td> <td></td> <td></td> <td></td> </tr> <tr> <td style="background-color: #B4D503; color: white; padding: 5px;">B 3</td> <td></td> <td></td> <td></td> </tr> </table>	Digital only	60%	40%	20%	Hx #B4D503				R 180				G 213				B 3			
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Colour Combinations

Not all our colour combinations work. Use the following guide to establish which colours can work together as background and foreground combinations. To avoid excessive complexity, do not use more than three brand colours together in one design.

		Foreground colour			
		BlaBlaViolet	BlaBlaAqua	White	BlaBlaLime
Background colour	BlaBlaViolet				
	BlaBlaAqua				
	BlaBlaLime				
	White				

BlaBlaCar Daily In a sentence

When using BlaBlaCar Daily in a sentence of text please use a space between BlaBlaCar and Daily.

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please use a space
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and Daily

Always remember to leave a space

“Thanks!”

For any questions or to request assets,
please contact:

brand@blabla.com

